



Contact: John Tayer
President & CEO, Boulder Chamber
303-442-1044
john.tayer@boulderchamber.com

PRESS RELEASE

Boulder Chamber to Offer \$10,000 Award to Winning Entrepreneur

{June 19, 2017} The Boulder Chamber has announced the opening for submissions for its third annual Esprit Venture Challenge, presented by the Colorado Public Employees' Retirement Association (PERA).

The Esprit Venture Challenge is a pitch competition for aspiring start-up businesses that are less than two years old. The competition consists of three qualifying rounds, including online public voting, an expert judging panel and the final, live pitch in front of a full audience and panel at the Boulder Chamber's Esprit Entrepreneur event on October 26, 2017. The winning start-up will take home a grand prize of \$10,000; a cash prize for the second and third place winners will also be awarded. "Colorado PERA is proud to sponsor this award that recognizes innovation and potential economic impact in our community," said Greg Smith, Colorado PERA CEO. "As one of Colorado's best investments, PERA is pleased to support new and growing businesses in Boulder."

Businesses can apply online to participate in the Esprit Venture Challenge at <https://www.publicprize.com/esprit-venture-challenge#/submit-nominee>. The submission deadline is August 31, 2017; additional contest details and rules also are available on the Esprit Venture Challenge website.

The Esprit Venture Challenge is open to Boulder-County based and registered startups that are less than two years old and have received less than \$1 million in funding and revenue. Among other selection criteria, Esprit Venture Challenge participants will receive credit for being socially responsible and for contributing to Boulder's overall economy and quality of life. Official contest rules are available on the Esprit Venture Challenge [website](#).

"The Esprit Venture Challenge is our community's opportunity to honor our up and coming *Boulderpreneurs* during Boulder's premier celebration of its dynamic entrepreneurial business culture," said Boulder Chamber President and CEO, John Tayer. "We are very excited to see what is in store for 2017."

About Esprit Entrepreneur and Esprit Venture Challenge

Esprit Entrepreneur is Boulder's premier event supporting new and growing businesses. Now in its 33rd year, the event honors outstanding and creative leaders and businesses, and it offers unparalleled opportunities for them to connect, learn and help strengthen Boulder's renowned entrepreneurial ecosystem. For the third year, the Esprit Venture Challenge provides an opportunity for young businesses to gain visibility and win financial awards to help them thrive.

The presenting sponsor for this year's Esprit Venture Challenge is Colorado PERA. For more information, please visit <https://www.publicprize.com/esprit-venture-challenge>.

About the Boulder Chamber

The nonprofit Boulder Chamber is the region's flagship business advocacy and support organization. With more than 110 years of dedicated service to our members and the Boulder community, the Boulder Chamber's innovative programs help local businesses succeed while sustaining an economy that preserves Boulder's high quality of life, including its environmental and cultural assets. Together with its member businesses, the Boulder Chamber is building a smarter, more vibrant economy - sustaining Boulder's position as a global capital of innovation and a thriving center of economic vitality. For more information, visit the Chamber's Website at <http://boulderchamber.com/>.

About Colorado PERA

Colorado PERA provides retirement and other benefits to more than 568,000 current and former teachers, State Troopers, corrections officers, snow plow drivers, and other public employees who provide valuable service to all of Colorado. PERA is a vital and stable contributor to Colorado's economy, distributing \$3.83 billion in 2016 to 98,000 retirees who live in Colorado. In Boulder County, PERA distributed \$258 million to 6,290 benefit recipients in 2016, and has 27,781 members. PERA is one of Colorado's best investments. Learn more at www.copera.org.

###