

## NEWS RELEASE

For release: March 11, 2015

Expires: March 27, 2015

Media Contact: Jennifer Renner, Development Manager

[jenniferrenner@canihelp.org](mailto:jenniferrenner@canihelp.org), (260) 399-4103

### CANI AND PARTNERS HOST SBA InnovateHER CHALLENGE

*Fort Wayne, IN* – The SBA is launching a nationwide competition called InnovateHER to find the most innovative products and services that help impact and empower women’s lives. CANI’s Center for Community and Economic Development, Northeast Indiana Innovation Center (NIIC), SCORE, Indiana Small Business Development Center (SBDC), and the Fort Wayne Community Development Corporation (CDC) are partnering for the local competition.

The SBA is looking for entrepreneurs to create a product or service that has a measurable impact on the lives of women and families, has the potential for commercialization, and fills a need in the marketplace. InnovateHER is a cross-cutting women’s business challenge to unearth innovative products and services that help impact and empower the lives of women and families.

Participants must be at least 18 years of age, U.S. citizens or permanent residents, and have a business plan.

CANI and its partners will select and submit one local winner to the SBA, who will then identify no more than 10 finalists. Finalists will make a live pitch to a panel of expert judges during National Small Business Week, May 4 – 8, 2015, in Washington, D.C. where they will compete for top three awards and prize money totaling \$30,000.

More information about the competition can be found at [sba.gov/innovateHER](http://sba.gov/innovateHER). The deadline for local applications is March 27<sup>th</sup> by 5pm. Applications and any questions can be directed to [innovateher@canihelp.org](mailto:innovateher@canihelp.org).

CANI helps communities, families, and individuals remove the causes and conditions of poverty. For more information about CANI and the services provided, see [www.canihelp.org](http://www.canihelp.org).

-30-