



## **FOR IMMEDIATE RELEASE:**

### **Shuswap Launch-a-Preneur Program Season 6 is now OPEN!**

**Salmon Arm, British Columbia – January 26th, 2022** – Calling all aspiring entrepreneurs! Take part in Season 6 Shuswap Launch-a-Preneur, a Dragon’s Den style business development competition designed by Okanagan College Enactus, Salmon Arm Economic Development Society, and Community Futures Shuswap.

The purpose of the program is to assist individuals and teams to successfully plan for and launch their business in the Shuswap, while competing for prize packages in true “Dragon’s Den” fashion!

The program is divided into two stages: Training and Competition. The first stage consists of a series of six evening workshops supplemented with resources and business mentorship support to assist participants to validate their business model and prepare a detailed business plan.

The second stage is an optional Final Night Competition, where participating teams compete for thousands of dollars in prizes and in-kind donations designed to assist with business start-ups in the Shuswap.

Teams can be comprised of individuals or groups working on developing the same business concept. Participants must have access to the internet, basic computer skills, and plan to operate their business within the Shuswap. Business start-ups that have been in operation for less than 18 months are also eligible to participate.

Find out more and register at [www.launch-a-preneur.ca](http://www.launch-a-preneur.ca) **Registration closes April 1, 2022.**

*The most amazing part of the Shuswap Launch-a-Preneur program is how our community comes together to support these teams. The support extends well beyond the program and the prize packages and sees our community following their progress for years to come. The whole Shuswap gets behind these entrepreneurs and creates a supportive environment to foster their start-up.” Lana Fitt, Economic Development Manager.*

Press Release Contact:  
Salmon Arm Economic Development Society  
Laureen Shannon  
[bsc@saeds.bc.ca](mailto:bsc@saeds.bc.ca)  
250-833-0608

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