**News Release**

**For Immediate Release**September 28, 2017Media Contact: Sherry Pritz Enderle, Marketing & Events Coordinator  
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**It’s “Shark Tank,” Without the Bite, and You Are Invited!**

**Rockford Mayor Tom McNamara will cap off a day of business pitches October 4**

**Rockford, Ill. —** From simple, “I should have thought of that” ideas to unique products and services, NIU EIGERlab’s ***FastPitch Competition*** has once again attracted 30+ eager presenters who will vie for over $7,500 dollars in prizes, networking and mentoring opportunities, exposure, and possible connections with investors who can finance the deal!

This year’s ***FastPitch*** will be held Wednesday, October 4, at NIU-Rockford, 8500 East State Street. The public is welcome to join the “pitchers” starting at 5 p.m. Final presentations, and the keynote address begins at 6 p.m.

Rockford Mayor Thomas McNamara will provide insights on his experience as both an entrepreneur and elected official. He’s excited to speak at this year’s ***FastPitch*** to welcome and inspire entrepreneurs to build or expand their businesses within the region.

New this year, the ***Alumni Expo*** will allow participants an opportunity to visit with past ***FastPitch*** presenters and winners to learn how they’ve moved their products, services, and ideas to the next level.

***FastPitch success stories***

* 2016 winner Michelle Gast had sales of her recoup BEAUTIscoop product in all 50 states within six months. Her product has appeared on *Good Morning America* and has been featured on *Buzz Feed*, *Top Knot,* and in *REAL Simple* magazine
* Two pitchers have appeared on ABC’s “Shark Tank,” and one received a deal.
* Several have appeared on the Home Shopping Network.
* During the past ten years, more than 400 people have pitched.
* Many presenters still have thriving businesses in the community.

For full details, visit the NIU EIGERlab website at <https://www.eigerlab.org/fastpitch-competition/>. For additional information, call Sherry Pritz Enderle at (815) 753-2192 or email to [SPritz@EIGERlab.org](mailto:SPritz@EIGERlab.org).

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