



# News Release

For immediate Release

## NewGrow Program Continues for 2019

BROOKS REGION (August 22, 2019) – The NewGrow program was first launched in October 2018 and after a very popular and successful first year, the Brooks Region is excited to announce that the program will be continued in 2019. NewGrow is a program aimed at supporting new and existing businesses in the Brooks Region. Businesses make a pitch to a panel of judges and compete for funding. The funding is a grant (not a loan, and no matching funds are required) and is intended to break down barriers and stimulate business growth in the Region, hopefully leading towards better business retention and expansion.

The NewGrow program gives community entrepreneurs and innovators the opportunity to start up or expand a business or create a new product, service or invention through a business plan and public pitch competition. All participants who take part in NewGrow will have a chance to receive an award package including up to \$10,000 in funding plus valuable business services, promotions and mentorship.

Timelines for NewGrow 2019 are as follows:

Application Available Online	Friday, August 30
Judges Announced	Friday, November 15
Applications Due	Friday, November 29
Pitch Night	Friday, December 6

“Last year we saw passionate entrepreneurs with great ideas and we’re excited to see what people come up with this year,” says Lionel Juss, Councillor for the County of Newell and judge at NewGrow 2018. “It was nice to see the enthusiasm from the community.”

The funding for NewGrow comes from the Joint Services Committee, which is comprised of representatives from Newell, Brooks, Duchess, Rosemary and Bassano. Lisa Tiffin, Manager of Community Development for the City, states that “the commitment was made to give this incentive to businesses, rather than funding another study or consultant.” A large portion of the business funding is spent in the community and has a lasting, local effect.

Some minor changes have been made to the NewGrow program for 2019 and these changes will be reflected in the Program Parameters, available at [www.brooksregion.ca](http://www.brooksregion.ca). For more information about NewGrow 2019, please contact:

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