



**FOR IMMEDIATE RELEASE**

**LIFTOFF ANNOUNCES LAUNCHERS SHOWDOWN: CELEBRATING BLACK ENTREPRENEURSHIP WITH PITCH COMPETITION**

**KITCHENER, ON (November 25, 2024)** – LiftOff by CCAWR is proud to present the [Launchers Showdown](#), a dynamic pitch competition and celebration of Black entrepreneurs themed "**Innovation and Empowerment: Celebrating and Supporting Black Excellence.**" Taking place on **Saturday, December 7, 2024, at 11:00 AM** at the **SDG Idea Factory**, 2 King Street West, Kitchener, ON, N2G 1A3, this event will honor the achievements of Black entrepreneurs who successfully completed Cohort 10 of the LiftOff program. Participants will pitch their innovative businesses for a chance to win a cash prize, showcasing their creativity, resilience, and entrepreneurial spirit.

The event will honor the accomplishments of Black entrepreneurs who have completed the inaugural LiftOff Cohort 10 of the program. Among these entrepreneurs are the creators of innovative ventures like Clasa Cream, ALC Brothers and Sons: Care Sanctuary, TV Mitengo, Wellness Warriors, Skilldev Inc., Niya's Coily World, PeerTron, Black Tutors Canada, and many more.

This year's keynote speaker, **Dr. Karen Lowe**, is a renowned small business strategist and founder of Epigram Consulting Services and Dreamer 2 Creator Business Magazine. With over 15 years of experience in business development, strategic planning, and customer-focused marketing, Dr. Lowe's inspiring address will highlight the importance of innovation, resilience, and community support in entrepreneurship.

"The Launchers Showdown is an opportunity to recognize the tremendous dedication and creativity of our entrepreneurs," said **Dr. Trevor Charles**, Executive Director of LiftOff. "This event is a celebration of their achievements and a platform to inspire others to pursue their own business dreams."

The event will also provide opportunities to network with like-minded entrepreneurs, mentors, and industry leaders, and to support the growing community of Black-owned businesses in Ontario.

LiftOff invites media, community leaders, investors, and aspiring entrepreneurs to attend and witness the vibrant spirit of Black entrepreneurship.

For more information about the LiftOff Program and the Launchers Showdown, visit [www.liftoffbyccawr.ca](http://www.liftoffbyccawr.ca).

### **About LiftOff by CCAWR**

LiftOff is a comprehensive program designed to support Black entrepreneurs at every stage of their business journey, from ideation to scale. Through customized one-on-one coaching, mentorship, and access to resources, LiftOff empowers entrepreneurs to overcome challenges, seize opportunities, and achieve sustainable growth. This initiative is supported by funding from the [Foundation for Black Communities](#). Learn more at [www.liftoffbyccawr.ca](http://www.liftoffbyccawr.ca).

### **About Foundation for Black Communities**

The [Foundation for Black Communities](#) is dedicated to investing in change-making by working alongside Canadian community, philanthropic, political, and business organizations. Their mission is to ensure that Black-led, Black-serving, and Black-focused non-profit, charitable, and grassroots organizations have the sustained resources and infrastructure they need to make a meaningful impact in their communities.

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