

PHOTO RELEASE

Mayor awards prize to Through the Looking Glass Hair Co.

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Photo: Melita Mayor William Holden with Faye Leforte

Town of Melita awarded the prize from the 1st Southwest Business and Entrepreneur Expo to Faye Leforte of Through the Looking Glass Hair Co. earlier today. Leforte won the \$500 prize during the Expo held in Virden last February. As part of the conditions to claim the prize, she was required to submit monthly business reviews to share how her new business was doing. Leforte will use the prize money to reimburse business related expenses.

The Expo's pitch competition, a first for the area, was open to new businesses that have been existing for less than a year, or those that were about to start-up or still in the ideation stage. Existing businesses were also invited to join the pitch competition if they were introducing a new product or service to expand their market. Judges were representatives from Brandon Chamber of Commerce, Futurpreneur Canada, Community Futures Westman and World Trade Centre Winnipeg. Contestants were given 10 minutes to pitch their business in front of the judges. From Melita and area, the other two business winners were Melita Therapy Centre for the Melita and District Chamber of Commerce award and Southwest Trading Co. Ltd. for the Melita and Area Economic Development Corp. award.

The 2nd Southwest Business and Entrepreneur Expo is scheduled on Feb. 6, 2019 (Wednesday) at the RES Centre in Reston, Manitoba. The Expo is a joint effort among communities in the area to promote entrepreneurship. For more information on joining the pitch competition or attending the speaker sessions at the Expo, contact Iris Vercaigne at 204-522-3413 or melitadev@hotmail.com