



**FOR IMMEDIATE RELEASE: Final Four Contestants Announced for 2024 WEpitch Competition at Great Lakes Women's Business Conference**

[Livonia, Michigan] – September 2024, The Great Lakes Women's Business Council is excited to announce the final four contestants of the 2024 WEpitch competition, held during the 24th Annual Great Lakes Women's Business Conference. These innovative women entrepreneurs captivated the audience with their dynamic business pitches, showcasing creativity, passion, and a clear growth path. [Please see the Conference Program Book for more information.](#)

**The four finalists moving on to the WBENC Pitch Amplify Competition as semi-finalists are:**

Lisa Session – DaBomb Taco

Kimberly Jones – Epic Infants

**Joanna Serra – Fundraiser Blankets (Winner)**

Stacey Brown – Kanuni Brown

We are thrilled to announce that Joanna Serra of Fundraiser Blankets was crowned the 2024 WEpitch Winner, receiving top recognition for her innovative business model. All four contestants will now move forward to the WBENC Pitch Amplify Competition as semi-finalists, where they will compete in a virtual event airing live on October 28 and October 29, 2024.

The WEpitch competition was hosted by renowned Pitch Coach and Emcee, Cathy Mott of CWC Leadership Development, who expertly guided the contestants through the competition, helping them fine-tune their presentations and deliver their best pitches.

**Next Steps:**

The winners of the WBENC Pitch Amplify Competition will advance to an invitation-only, in-person event in November, where they will have the opportunity to win the following prizes:



Product Category 1st Prize: \$25,000 and 2nd Prize: \$15,000

Service Category 1st Prize: \$25,000 and 2nd Prize: \$15,000

We congratulate these incredible women on their achievements and look forward to watching their continued success as they compete in the national WBENC Pitch Amplify Competition!

**About Great Lakes Women's Business Council:**

Since its founding in 1984, the Great Lakes WBC has been committed to empowering women-owned businesses through certification, access to capital, and capacity-building programs. The organization continues to champion the advancement of women entrepreneurs, fostering economic growth and business success.

For more information, please contact:

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