

**FOR IMMEDIATE RELEASE**

October 27, 2021

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**Michigan SBDC to hold “Pitch Black” Business Competition for existing Black-Owned Businesses**



**Grand Rapids, Mich.** – On November 3, the Michigan Small Business Development Center – West Michigan Region (SBDC), will host a new event called **Pitch Black Muskegon** for existing Black-Owned businesses in Muskegon County.

“Nationally, Black-Owned businesses were hit the hardest by COVID-19 versus other business groups, with 41% closing its doors during the first part of the pandemic. While many may have reopened, there still remains a great deal of uncertainty for their future,” said Ed Garner, MI-SBDC Regional Director. “We want to empower and support as many businesses as we can.”

Five finalists have been selected from a pool of qualified applicants to pitch for **over \$26,000 in prizes packages** at the in-person event at the Muskegon Museum of Art. The finalists are:

- Jukia & Robert Fisher – JR Décor
- Kaja Thornton Hunter – Kaja’s Flavor
- Deanna Gantt – HairbyDVG Beauty Boutique
- Destinee Keener – Kuntry Cookin’
- Amanda Price – Amanda’s Frosted Dreams

Prize packages are valued at \$10,000, \$7,000, \$5,000, \$3,000, and \$1,500 and will be awarded as customized services from web development, social media, marketing & branding, accounting, and legal firms.

The Museum of Art is located at 296 W. Webster Ave in downtown Muskegon and the doors open at 5:30pm. The pitches begin at 6:30pm. The public is welcome to attend the live taping of this event which will also be livestreamed on Facebook. All attendees are encouraged to wear

black attire and to wear masks or PPE. For more information visit [www.michigansbdc.org/pitchblack](http://www.michigansbdc.org/pitchblack).

**About the Michigan SBDC:** Pitch Black Muskegon is presented by the Michigan Small Business Development Center at Grand Valley State University. The SBDC offers no-cost business consulting, secondary market research, business education & training, and technology commercialization services. To learn more about SBDC resources available to you, visit [www.michigansbdc.org](http://www.michigansbdc.org).

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