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Sixth Annual Queens StartUP! Business Plan Competition

The Queens Economic Development Corporation, the Queens Library and the Citi Foundation will co-host a press event to kick off the Sixth Annual Queens StartUP! Business Plan Competition on August 30, 2011. The 10-week challenge will award three businesses \$10,000 each, while providing technical assistance and training on how to start a small business as well as entrepreneurial resources to all participants. This year, contestants will attend orientations at one of six community libraries in Queens before undergoing training at the Central Library in Jamaica.

The launch ceremony will take place at QEDC's Entrepreneur Space at 36-46 37th Street in Long Island City, beginning at 5:30 p.m. A graduation for participants in QEDC's Recipe for Success program, a five-week course on opening a food business, will follow at 6 p.m. (The Entrepreneur Space offers a round-the-clock commercial kitchen where food makers, caterers and bakers can test their recipes, manufacture in bulk and train new employees.)

The guest speaker for the graduation is Richard Nieto, co-owner of Sweetleaf Coffee and Espresso Bar, an extremely successful Long Island City café that started up in 2008. Other honored guests include: Thomas W. Galante, CEO of the Queens Library; Seth Bornstein, QEDC's Executive Director; and, Rei Perez, Citi's Vice President for Community Development.

WHAT: StartUP! 6th Annual Competition Launch

WHERE: The Entrepreneur Space, 36-46 37th Street, Long Island City

WHEN: Tuesday, August 30, 2011, 5:30 p.m. to 8 p.m.

**WHO: Thomas W. Galante, CEO, Queens Library CEO
Seth Bornstein, Executive Director, QEDC
Rei Perez, VP/Citi Community Development Officer, Queens
Richard Nieto, Co-owner, Sweetleaf**

Winners of last year's StartUP! contest included Borough Excursions, a Flushing-based tour company that takes patrons to the outer boroughs, where they explore New York City's hidden gems; and Treasure Trunx, a Jackson Heights-based lingerie company that provides comfortable underwear for shapely women.

Food items made by graduates of the Recipe for Success program will be served.

Note: Those interested in finding out more about the StartUP! contest or the Entrepreneur Space are invited to log onto www.queensny.org.

StartUP! receives generous support from the Queens Chamber of Commerce, Weblines Designs and GROVO, an online education and training platform.

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