



**FOR IMMEDIATE RELEASE**

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## **First Annual Pure Lansing Celebrates Youth Entrepreneurship Event Draws a Crowd**

*Local student entrepreneurs showcase ideas and business plans*

**LANSING, MI** – Today at the Lansing Center, fifty-five local student entrepreneurs will be presenting their business plans and prototypes in hopes of walking away with cash prizes and startup assistance to further their ideas. In 2013, the Lansing Economic Area Partnership received grant funding from the Michigan Economic Development Corporation to develop a culture of youth entrepreneurship throughout the region.

Throughout the last year, LEAP has worked with the Generation E Institute to train local teachers, youth group leaders and others as youth entrepreneurship curriculum facilitators. These facilitators have then supported or created local entrepreneurship clubs in their communities. Additionally, students who are enrolled in Junior Achievement and BPA courses and clubs are participating as part of this initiative.

The students have each submitted their business plans in advance to judges and will present their elevator pitches to the judges at the event. The judges will then decide on which students will win the awards. Each of the awards have been sponsored by local businesses including Dean Transportation, MSU Federal Credit Union, Sparrow Health System, Lansing Regional Chamber of Commerce, Harvest Creative Services, Prima Civitas Foundation, Neogen Corporation, Accident Fund Holdings, Inc. and Spartan Innovations as well as LEAP.

“Over the last year, we have had tremendous support from the community for this initiative. We have been blown away by the level of private sector support we have received,” said Sara Graham, Talent and Communications Director for LEAP. “Developing these skills at an early age is an important piece of building a culture of entrepreneurship for our youth.”

“This event is the first step in the startup ecosystem pipeline. We will be working with these students beyond this event to ensure they have the support they need to continue to be innovative,” said Bob Trezise, President and CEO of LEAP. “This initiative will feed into the other pieces of the ecosystem, the Hatch, the Runway, the Hatching and so on.”

The Lansing Celebrates Youth Entrepreneurship event takes place from 9:45a.m. -2:00 p.m. today at the Lansing Center, Hall A. It is a free event and is open to public to attend. Please visit [www.purelansing.com/youthentrepreneurship](http://www.purelansing.com/youthentrepreneurship) for more information.

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*The Lansing Economic Area Partnership (LEAP) is a coalition of area leaders committed to building a prosperous and vibrant region where business can thrive. To do this, we help entrepreneurs start new businesses, help existing businesses grow, and attract new businesses to the region. For more information about LEAP, please visit [www.purelansing.com](http://www.purelansing.com).*