**Contact:**

[Name]

[Title][Organization]

[Phone Number]

[Email Address]

**MEDIA ALERT**

**GIRLS FROM [REGION] PITCH THEIR IDEAS FOR SOCIALLY-CONSCIOUS STARTUPS**

**Regional Technovation program concludes with Pitch Event at [LOCATION] on [DATE]**

[CITY OR TOWN, DATE] - [NAME OF YOUR ORGANIZATION/PARTICIPATING ORGANIZATIONS/CHAPTER NAME are/is] hosting [NUMBER] teams of girls ages 10-18 from [REGION] for its [NUMBER] Technovation Regional Pitch Event [DATE]. [Technovation](http://bit.ly/2EsTYEN) is a global technology entrepreneurship program for girls that challenges them to identify and solve a community problem through the development of a mobile app. The girls have spent the last five months participating in the program and will take the stage to explain how their ideas will solve community problems like [LIST SOME OF THE ISSUES THEIR APPS SOLVE].

The Regional Pitch Event is the first round of the global technology entrepreneurship program. Students will pitch their app ideas to a panel of judges from [COMPANY NAMES]. The participating teams will be competing for the opportunity to attend the annual Technovation World Pitch Summit in August 2019 held in Silicon Valley. There, 12 teams from around the world will be flown in and invited to pitch their apps and business plans to a panel of tech industry experts for a chance to win scholarships to advance their education in science, technology, engineering and math (STEM) subjects.

During the Technovation Regional Pitch Event the teams of girls will:

* **[TIME]** [SHARE SCHEDULE OF EVENTS FOR THE EVENING]

In addition to the teams pitching their ideas, attendance is open to the public and will include a variety of technology experts and advocates, including [NOTABLE GUESTS, SPEAKERS, OR JUDGES IF APPLICABLE], eager to hear from young women in their community.

**WHERE: [LOCATION ADDRESS]**

**WHEN: [DATE, TIME]**

**WHO: [NUMBER/BASIC TEAM INFO, NOTABLE ATTENDEES]**

This is the ninth season of Technovation globally and the [NUMBER] season of Technovation in [REGION].

After participating in Technovation, 70% of girls globally are interested in pursuing further technology related programs. In the U.S., 60% of girls enroll in further Computer Science courses with 30% majoring in Computer Science in college, 65 times the national rate for US female college students.

The Regional Pitch Event is a showcase of local talent and innovation, and an excellent opportunity to talk to the problem solvers and app developers of tomorrow. To learn more about Technovation globally, visit www.technovationchallenge.org.

**About [your organization]**

Insert your organization’s boilerplate text here.

**About Iridescent and Technovation**

[Iridescent](http://www.iridescentlearning.org/) is a global technology & engineering education nonprofit that empowers underrepresented young people and their families to become self-motivated learners, inventors, and leaders. Founded in 2006 by CEO Tara Chklovski, Iridescent has had more than 100,000 children, parents, mentors, and educators participate in its two global programs: [Technovation](http://www.technovationchallenge.org/), the world’s largest global tech entrepreneurship program for girls, and [Curiosity Machine](http://www.curiositymachine.org/), a unique, open-ended, project-based learning program that inspires students, families, and teachers to create science and engineering solutions together. Through Technovation, girls work in teams to identify a real-world community problem and then build an app and a business plan that solves that problem. In 2017, Iridescent was co-recognized along with Technovation Global Ambassador Anar Simpson for Outstanding Mobile Industry Individual Leadership at the GSMA Women4Tech awards. Technovation was profiled in [CodeGirl](http://www.codegirlmovie.com/), a documentary directed by Lesley Chilcott.