**Contact:**

[Name]

[Title][Organization]

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**FOR IMMEDIATE RELEASE**

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

**Regional Technovation program concludes with Pitch Event recognizing more than 5 months of efforts of more than [NUMBER] girls.**

[CITY OR TOWN] - [NAME OF YOUR ORGANIZATION/CHAPTER] is proud to announce [NUMBER] teams of girls ages 10-18 took the stage [DATE] at [LOCATION] to make the case for how they are going to change the world. These young women have all spent the better part of the last five months participating in [Technovation](http://bit.ly/2EsTYEN), the global technology entrepreneurship program for girls, working to develop a mobile app -- and a business plan to bring it to market -- to solve a problem in their community.

The teams of girls have been working since late January to identify a problem in their [LOCATION] communities, develop a technology-based solution to that problem, and create a prototype of that mobile app. [OPTIONAL SENTENCE] Senior division teams have also created a business plan to prepare them to bring their apps to market. On [DATE] teams faced the next step of entrepreneurship -- pitching their idea to a panel of judges in the tech industry.

At the event, teams pitched ideas for apps to [LIST SOME APP IDEAS]. Amid the tough competition, [X] team[s] stood out and placed for their region. These team(s) will now be advancing to the virtual semi-final round where judges from around the world will evaluate their submissions.

[LIST WINNING TEAMS AND POSITION THEY PLACED]

Of all the participating teams in this year’s Technovation program, twelve will be invited to attend the 2019 World Pitch Summit in August and pitch their mobile app startups in Silicon Valley to industry experts and advocates for the chance to win seed funding to further develop their app.

[QUOTE FROM SOMEONE AT YOUR ORGANIZATION RECOGNIZING THE DEDICATION AND PASSION OF THESE SOCIALLY-MINDED INNOVATORS].

**About [your organization]**

Insert your organization’s boilerplate text here.

About Iridescent and Technovation

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[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.