



**NEW MEXICO**  
OUTDOOR RECREATION DIVISION

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## **\$15,000 in cash prizes offered to outdoor recreation businesses**

SANTA FE — Outdoor recreation businesses in New Mexico are invited to apply for the newly expanded **Adventure Pitch Fest**, where companies will compete for \$15,000 in cash prizes for innovative business ideas.

Formerly part of the Outdoor Economics Conference, the Outdoor Recreation Division of the New Mexico Economic Development Department (EDD) has reimagined its signature pitch competition as a high-energy, inclusive, stand-alone event to spotlight outdoor businesses of all sizes.

Businesses are invited to pitch in a head-to-head battle before a panel of esteemed judges, competing for \$15,000 in cash prizes and statewide recognition. The event, celebrating the state's \$3.2 billion outdoor recreation economy, is being held in partnership with [ActivateNM](https://activate.nm.gov).

"Adventure Pitch Fest allows us to showcase creative talent from across the state," said **Rob Black**, Cabinet Secretary for EDD. "The event will give the community a front-row seat to the exciting ideas that are driving our outdoor economy forward."

At the event, businesses can showcase their products and services to investors, industry leaders and outdoor enthusiasts.

Attendees can explore product demonstrations, meet the entrepreneurs behind the brands and enjoy outdoor-themed activities. Whether you're a trail runner, paddler, gear enthusiast or curious newcomer, the free event offers a chance to discover and support outdoor recreation businesses from across New Mexico.

Applications to pitch and table will be accepted from **Sept. 1-30**. Pitch Fest will take place Thursday, Nov. 6, at the [Rail Yards](https://www.albuquerque.gov/rail-yards) in Albuquerque. For more information, tickets, and applications, visit [NMOutside.com/Adventure-Pitch-Fest](https://NMOutside.com/Adventure-Pitch-Fest).

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