

# Media Advisory

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**From: Heather Salovaara, Economic  
Development Officer**

**Date: December 4, 2018**

The City of Pembroke has launched its 2019 Win This Space Contest. This is a contest for entrepreneurs to win a commercial space in Pembroke rent free for 6 months on a 2-year lease. Any resident of Canada is welcome to submit their business idea on our website or at City Hall. Participation in the contest is free. To enter individuals simply go on the City's website and fill out a short online form. The form will be open until January 4, 2019 at 4:00pm. Paper forms are also available at City Hall. Provided that their business idea is legal, fits with zoning requirements, and the individual does not have any outstanding fines, taxes, or orders with the City, then they will be invited to join the contest. A launch will be held on January 9, 2019 at 5:30 pm at City Hall. Following this will be four training sessions throughout the months of January and February that are free and mandatory for participants. The final submission is in the form of a business plan and will be due on March 6, 2019. The judging panel will score each business plan against a set of criteria and the top 5 contestants will be named from this. On March 25, 2019 a Grand Finale will be held where the Top 5 finalists will have one last chance to pitch their business idea to the judges. The judges will deliberate and a Grand Prize Winner will be announced live that night. The Grand Prize winner will choose the space they wish from the available properties and must open their business within 3 months of winning the contest. There are 8 properties currently in the contest. If any other property owners wish to submit their property as an available space, they can contact Heather Salovaara. If you are a local business and would like to contribute to the prize pack, or if you have any questions, please contact Heather Salovaara at [hsalovaara@pembroke.ca](mailto:hsalovaara@pembroke.ca) or 613-735-6821 ext.1500.

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