

NEWS RELEASE



RACINE COUNTY
Office of the County Executive
WILLIAM L. McREYNOLDS

730 Wisconsin Avenue
Racine, WI 53403
262-636-3273
fax: 262-636-3549
William.McReynolds@goRacine.org

FOR IMMEDIATE RELEASE

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FOR APOLLO AWARD INFORMATION:

Alice Oliver, Workforce Development Center
(262) 638-6620

Carol Barkow, Racine Area Manufacturers & Commerce
(262) 634-1931

MEDIA CONTACT: Geoff Greiveldinger

(262) 636-3120
Geoff.Greiveldinger@goRacine.org

RACINE COUNTY WORKFORCE DEVELOPMENT BOARD SEEKS NEW AND INNOVATIVE BUSINESSES TO APPLY FOR APOLLO AWARD

Racine – Do people react to your new venture with phrases such as: “Wow!,” “Very Innovative!,” “How Creative!,” or the ever-popular “Cool?” If so, your business may be the perfect candidate for the 8th annual Apollo Award sponsored by the Racine County Workforce Development Board.

The Apollo Award recognizes the accomplishments of a business owner or entrepreneurial team who started a new and innovative business in Racine County in the last three years. The award-winning business will receive a \$2,000 prize for marketing, product development or research and development.

2010 Apollo Award winner Jonathan Pearl, owner of Perceptral, LLC, had this to say about the award:

“Racine is a great community in which to foster and develop a business. As a result of the award, Perceptral decided to hire a marketing intern to help propel our projects and growth forward. In two years, we grew from one to a current staff of seven. We're projecting continued growth and expansion in 2011.”

The award was developed to promote the entrepreneurial spirit in Racine County, and to encourage creative, innovative business people to make their dreams a reality while providing jobs and economic stimulus for our area. The selection committee includes representatives from the Workforce Development Board, Racine Area Manufacturers and Commerce (RAMAC), the UW-Parkside Small Business Development Center, Racine Unified and Burlington Area School Districts, Gateway Technical College, and last year's winner, Perceptral.

Nomination forms are available on line at www.wdc.racineco.com under News and Announcements or by contacting Kim Bartel at Kim.Bartel@goracine.org. Nominations will be accepted until March 15, 2011. The Apollo Award will be presented at the RAMAC Annual Meeting and dinner, to be held on April 13, 2011 at the Racine Marriott. Tickets will be provided to the award winner and guests. ###