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FINALISTS NAMED IN RIVERWORKS WEEK DOLPHIN POOL COMPETITION *Local startup and early stage entrepreneurs to compete on Sept. 20*

FOR IMMEDIATE RELEASE:

September 8, 2017 – Milwaukee, Wisconsin – From family travel and senior living websites to a maker of vegan foods, dedication and pure passion have inspired the finalists of this year's [Dolphin Pool](#) competition, a local entrepreneurial contest that aims to help boost new businesses while also creating awareness of opportunities in the Riverworks business district.

Riverworks: Milwaukee's Creative District is hosting the local competition as part of Riverworks Week, Sept 20-22, 2017 - a week filled with networking, business development, and idea-generating events designed to introduce creative entrepreneurs to opportunities within the district. The public is invited to watch finalists compete in a live event at 6:30 p.m. on Wednesday, September 20 at the Goat Palace, located at 3740 N. Fratney Street. One winner will be selected to receive \$1,000 cash as well as other prizes. Finalists include:

- Danielle (Lilo) Allen from Milwaukee – **Papyrus and Charms** – maker of African and Jamaican-inspired jewelry from natural elements such as wood and seeds.
- Melanie Manuel from Shorewood – **Beatrix Foods** – a mobile restaurant and catering business that provides healthy, affordable vegan food options for folks who love bold flavors.
- Jared Judge from Milwaukee - **BookLive.com** - created BookLive, a new live music booking site that helps musicians get booked more easily, providing self-management tools necessary to effectively manage their gigging lives.
 - Andrea Khan from Shorewood - **TheFamilyBackpack.com**, a website that makes family vacation planning easier than ever.
 - Amedee O'Gorman from Brookfield –**Bimbley**, a Zillow-like web-based platform that uses a senior living directory and matching functionalities to guide families and referral agencies toward specific housing options.

- Jodhi Tzoref from Milwaukee - **Seven Sisters Trading Co.** Wholesaler of Afghan and Tibetan refugee-made jewelry, clothing and accessories.

Judges for the competition will include experts from Milwaukee Area Technical College, US Bank, MIAD, Riverworks, Greater Milwaukee Committee and Wisconsin Women's Business Initiative Corporation. For more information, visit [Riverworks MKE Dolphin Pool](#).

Riverworks Week and the Dolphin Pool event are sponsored by Riverworks Center, Colectivo, Greater Milwaukee Committee and Wisconsin Women's Business Initiative Corporation.

Riverworks Center consists of Riverworks Development Corporation (RDC) and the Riverworks Business Improvement District, two dynamic organizations working together to positively impact businesses and neighborhood residents.

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