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**FOR IMMEDIATE RELEASE**

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**¡Lánzate Houston! 2023: Bridging the Opportunity Gap for Latino Entrepreneurs**

HOUSTON – BakerRipley is proud to announce the launch of ¡Lánzate Houston! 2023, a groundbreaking business pitch competition for Latino entrepreneurs.

Delivered in Spanish, this annual event invites startups from Harris, Fort Bend, Brazoria, and Montgomery County to pitch their product or service ideas to a panel of expert judges. In collaboration with the City of Houston-Office of Business Opportunity, we will showcase 10 entrepreneurs as they vie for cash and in-kind prizes.

Winners from both the Product and Service categories will receive:

**1st prize:** \$4,000 cash and any in-kind prizes from partners.

**2nd prize:** \$3,000 cash and any in-kind prizes from partners.

**3rd prize:** \$2,000 cash and any in-kind prizes from partners.

**Fan Favorite:** \$1,000 cash.

BakerRipley's Entrepreneur Connection program is rooted in the goal to help emerging and existing entrepreneurs in our neighborhoods realize their entrepreneurial potential, kickstart or grow their businesses, provide for their families, and contribute to a vibrant community. The program aims to close the opportunity gap lower-income entrepreneurs face by providing access to essential entrepreneurial resources such as education, mentorship, capital, and skill-development opportunities which are typically accessible only to higher-income populations.

The application for ¡Lánzate Houston! 2023 is now open and closes on October 2, 2023. The application can be found online at [bit.ly/Lanzate2023](https://bit.ly/Lanzate2023).

For more information on ¡Lánzate Houston! or BakerRipley's Entrepreneur Connection program, visit [bakerripley.org](http://bakerripley.org).

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**About BakerRipley**

BakerRipley brings resources, education, and connection to more than half a million people throughout Texas each year. For more than a century, BakerRipley has offered innovative solutions to uplift and empower underserved communities as they pursue opportunities that create new and better lives for themselves and their families. BakerRipley is a United Way Agency. [www.bakerripley.org](http://www.bakerripley.org) #BakerRipley