



For Immediate Release  
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## Application Deadline Nears for What's Cooking Program

Harrisonburg, VA – The City of Harrisonburg, along with Rockingham County, the Small Business Development Center (SBDC), and Harrisonburg Downtown Renaissance encourages those interested to apply for the What's Cooking program.

In September, these partnering agencies launched the What's Cooking program to promote the ever-growing food culture in Harrisonburg.

Approximately 45 interested participants attended an information session that was offered to answer questions, provide additional details, and go over the timeline of events.

### What are the next steps for What's Cooking?

The deadline to apply for this program is Monday, October 20.

After the applications are submitted, participants will prepare to participate in Pitch Night, where they will pitch their idea to members of the community and receive constructive feedback to help move them forward in the competition.

Pitch Night will be **Monday, October 27 from 6:30 p.m. until 9:00 p.m.** at the Ice House, 127 W. Bruce Street. Members of the community are invited to attend and provide support to the contestants but also constructive feedback on the food-related business ideas and entrepreneurs.

After the ideas are pitched, the advisory team will hold needs assessment meetings to create the participant's "menu" of work to move ahead in the process.

From November until the spring, participants will have the opportunity to take advantage of free workshops, networking, experts, and other free resources to complete market research, product development, financial projections, and other business steps to move toward the final competition.

The actual competition will take place in mid-April 2015.

To complete an application or get more information visit [www.ValleySBDC.org/WhatsCooking](http://www.ValleySBDC.org/WhatsCooking).

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