

MEDIA CONTACT: Kelly Richard, Red Sage Communications
Phone: 256-738-7387
Email: krichard@redsageonline.com



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Launch Tank 2025 Competition Now Accepting Applications

SCOTTSBORO, AL – North Alabama’s own “Shark Tank” competition is back! Launch and Singing River Trail are excited to announce applications for the fourth annual Singing River Trail Launch Tank competition are open. This “Shark Tank” style competition allows local entrepreneurs the chance to turn their innovative ideas into thriving businesses.

Entrepreneurs who are chosen to compete will pitch their business ideas at the Scottsboro Civic Center in Scottsboro, Alabama, on April 23, 2025, in front of a live audience. Up to \$25,000 in cash and prizes are available to the winners.

“Each year, Launch Tank brings something truly special to the table. I’m always amazed by the creativity and drive of our participants. We’re excited to provide more entrepreneurs with the resources, connections, and funding they need to thrive,” said SRT Launch Tank Co-Chair and Executive Director of Tourism for the Mountain Lakes Chamber of Commerce in Jackson County, Lydia Pennington.

Applications are open to residents or people who work in Colbert, DeKalb, Jackson, Lauderdale, Lawrence, Limestone, Madison, Marshall, or Morgan counties. Finalists will receive personalized introductions to programs and resources that cater to their unique business needs, in addition to the chance to win non-dilutive funding.

“Launch Tank is a powerful reminder of how regionalism can bring communities together to achieve something greater,” said Misti Potter, Executive Director of Singing River Trail. “This competition showcases the strength of collaboration and highlights how working as one region can make a difference for all of North Alabama.”

Key Dates for Launch Tank 2025:

- January 15: Applications Open
- March 23: Applications Close
- April 2: Finalists Announced
- April 23: Live Pitch Event at Scottsboro Civic Center, Scottsboro, AL

Winners will be announced at the event. To reserve a spot to watch the competition and to submit your application, visit launchtnvalley.org.

About Launch: Launch is a 501(c)(3) non-profit working to strengthen the North Alabama region through entrepreneurship, land use, and workforce initiatives. Created in 2014, the non-profit is united by the belief that our region’s prosperity depends on North Alabama counties working and planning together, committed to fostering regional economic growth and an enviable quality of life for all our residents.

About Singing River Trail: Established in 2018, Singing River Trail is a 200+ mile greenway system that strengthens regional bonds and creates new health and wellness, educational, economic, tourism, and entrepreneurial opportunities for the people and communities in the Tennessee Valley region.

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