

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



FOR IMMEDIATE RELEASE
April 23, 2025

Winners Announced in Singing River Trail Launch Tank Competition

SCOTTSBORO, AL – After a high-energy day of pitches, innovation, and entrepreneurial spirit, the winners of the 2025 Singing River Trail Launch Tank competition have been announced. Hosted at the Scottsboro Civic Center in Jackson County, this year’s event featured 9 exceptional entrepreneurs from across North Alabama vying for a share of \$27,000 in non-dilutive funding to help accelerate their growth.

Singing River Trail Launch Tank 2025 Winners:

- First Place (\$10,000): Relax and Release Shampoo & Sleep Spa (Madison County)
- Second Place (\$5,000): Welcome Home Magazine, LLC (Madison County)
- Third Place (\$3,000): Bare Bottom Farms, LLC (Marshall County)
- Finalists
 - Beyond the Box Movement (DeKalb County) (\$1,500)
 - EvaLux Electric Charging (Madison County) (\$1,500)
 - Honeycomb by Haley (Morgan County) (\$1,500)
 - See Produce (Madison County) (\$1,500)
 - Starring Local (Jackson County) (\$1,500)
 - The Broken Brush Art Studio (Limestone County) (\$1,500)

The finalists presented their small business ideas to a live audience and a panel of local expert judges. Finalists were judged on business viability, innovation, and impact on the North Alabama region.

“This year’s competition was our biggest and most competitive yet,” said Misti Potter, Executive Director of Singing River Trail. “The level of innovation we saw today proves that North Alabama is a rising hub for entrepreneurship. We’re so proud of every finalist and excited to see what’s next for the winners.”

The event also marked Singing River Trail Launch Tank’s first time in Jackson County, drawing a large crowd from the region’s business, civic, and entrepreneurial communities.

“This competition is a celebration of the spirit of collaboration and innovation that defines North Alabama,” said Lydia Pennington, SRT Launch Tank Co-Chair and Executive Director of Tourism for the Mountain Lakes Chamber of Commerce. “We look forward to continuing to grow this event and the opportunities it creates.”

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.

###