



**December 2, 2016**  
**PRESS RELEASE**

**For immediate release**

Business Community Strong Supporters of Video Contest Celebrating Entrepreneurs with Disabilities

**SASKATOON**, Saskatchewan - Calling all rural entrepreneurs with disabilities. If you dream of making a big splash with your business, the Just Watch ME! video contest is for you. Share your business story for a chance to win cash and amazing business prizes thanks to the support of the local business community. Participants can submit their video entries for this year's Just Watch ME! video contest starting December 2<sup>nd</sup> and ending January 25<sup>th</sup>. A contest launch will be held on Friday, December 2, 2016 from 9:30 am - 11:30 am at the Saskatoon Farmer's Market, 414 Ave B South, Saskatoon. Members of the public and media are invited to attend.

The Just Watch ME! video contest launches on December 2<sup>nd</sup> in recognition of International Day of Persons with Disabilities. The video contest is open to rural entrepreneurs with disabilities or health conditions in Saskatchewan and Manitoba. "We know that there are so many stories out there and we want to hear them," says Susan Bater - Entrepreneurs with Disabilities Program Manager and spokesperson of the Just Watch ME! video contest.

The business community continues to be strong supporters of the contest. Local companies such as Nail The Numbers and BlackSun Inc, as well as organizations including Square One, Saskatchewan Chamber of Commerce, and Women Entrepreneurs of Saskatchewan Inc. are providing business prizes to help entrepreneurs grow their businesses. The business community is showing unwavering support Bater says, "This year's business prizes are amazing!" To cap it off, the first place winner will receive social media services from Exchange Digital PR valued at \$5,000.

There are two contest categories to include all businesses: The Start Up Category for entrepreneurs who have been in business less than a year as of December 2<sup>nd</sup>, and a Seasoned Category for businesses that have been open for more than a year. The videos are judged by a dynamic group of individuals from the business and disability community. The top 4 contestants in the Seasoned Category will move onto public voting starting February 1, 2017. The entrepreneur that receives the most public votes will be declared the winner on February 17, 2017.

Apryl Harel, of Apryl Harel Photography, from Steinbach, Manitoba won last year's Just Watch ME! video contest. Apryl credits the contest for helping to put her business in the spotlight, noting "This contest has...brought me a bunch of media attention." Harel, who is also one of this year's judges, says "This year I'll be looking for people who believe in themselves...I think the biggest key to success is believing in yourself and knowing you can do anything you put your mind to."

The contest celebrates those who have taken the step into entrepreneurship, and creates a welcoming space for those considering self employment. Bater says, "Self employment is a viable option for anyone with a disability or health condition that has the drive and desire to be an entrepreneur." The videos are showing the world; anything is possible with a little willpower – **Just Watch ME!**

The Just Watch ME! video contest is an initiative of the Entrepreneurs with Disabilities Program. For more information about the contest and the prizes check out [www.justwatchmecontest.ca](http://www.justwatchmecontest.ca)

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### ***About the Entrepreneurs with Disabilities Program***

The Entrepreneurs with Disabilities Program is one of the business programs offered by Community Futures. Community Futures is non-profit organization that assists rural communities with economic development. We support entrepreneurs to start a small business, expand or purchase an existing business.

For more information please contact:

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Contest timeline:

- Video entries open: December 2, 2016 (In celebration of International Day of Persons with Disabilities - December 3, 2016)
- Video entries close: January 25, 2017 (no more submissions accepted after 10:00 AM)
- Top 3 finalists announced by judges panel: February 1, 2017
- Public voting begins: February 1, 2017 (10:00 AM )
- Public voting ends: February 14, 2017 (10:00 AM )
- Winners Announced: February 17, 2017