

## FOR IMMEDIATE RELEASE

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### Lt. Governor Phil Scott Joins “FreshTracks Road Pitch” in Bennington

Bennington, Vt. - The second day of the third annual “FreshTracks Road Pitch” began Tuesday with Lt. Governor Phil Scott joining the “business bikers” in Rutland and riding with them to Bennington. At the Bennington Museum, five entrepreneurs pitched ideas to about 50 business-savvy motorcyclists and community members in the hopes of gaining valuable advice and cash prizes.

The 2016 “FreshTracks Road Pitch” runs August 1-5 and stops in 10 towns. This year, the Road Pitch team took over the well-known Vermont Twitter handle, @THISISVT, which the Department of Tourism and Marketing hands over to a different Vermonter every week to give the Twitter world a taste of all things Vermont.



ThisisVT.  
@THISISVT



Local organizer Brian McKenna on @RoadPitch “It could be investment opportunity, it could be experiential, it could be expertise.” #startup



ThisisVT.  
@THISISVT



#Motorcycles make us smile! #RideOn,  
@PhilScott4VT!! #ThisisVT



“I’ve been taking part in Road Pitch since it first started, and every year I am impressed by the amount of creativity we have here in Vermont,” said Lt. Gov. Scott. “At today’s Pitch, I learned we have people looking to connect farmers with local partners online, develop tech-savvy solutions to keep pools clean, and build an app which could compete with Craigslist, just to name a few. Thanks to Cairn, these entrepreneurial Vermonters have a traveling team who can come to them and offer them guidance. This is what happens when anyone – be it a local investor or the Legislature – acts as a partner to businesses rather than a burden, and offers help rather than hampers growth. It’s neighbor helping neighbor, which is truly the ‘Vermont way.’”

Windrush, a startup focusing on telling meaningful stories and creating valuable messaging tools using interactive web content, claimed the \$500 prize at the Bennington Pitch and will go on to compete for a \$4,000 statewide award in October.

**About “Road Pitch”:** Road Pitch was founded in 2014 by Cairn Cross, co-founder and managing director of FreshTracks Capital. The event is a multi-day motorcycle trip around Vermont where a pack of motorcycle riders with investing, entrepreneurial/business and business advisory experience ride together and stop in small towns where “Local Hosts” have organized a pitch session for entrepreneurs to pitch their business ideas to the group. For more information about the 2016 FreshTracks Road Pitch, please visit [www.roadpitch.co](http://www.roadpitch.co)

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