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# Race for the Space<sup>®</sup>

## Ignite the Spirit of Entrepreneurship

Race for the Space is a contest designed to stimulate entrepreneurship in downtown Rochester and revitalize our city. Race for the Space is literally a race for prime retail space in downtown Rochester. It's a business competition that is part "Shark Tank," part "Extreme Home Makeover" and all Rochester.

Attend the BIG finale event and watch as the contestants pitch their business ideas for a chance to win custom built-out retail space on Rochester's prestigious address—East Avenue!

The contestants will have 4 minutes to convince the judges that their business should win the 6,000 square feet of free space at 127 East Avenue.

**When: Friday, October 23rd**

**Where: High Falls, 60 Browns Race, Rochester, NY 14614**

**What time:**  
5PM Event Kick-Off & Contestant Pitches

7PM Judges Deliberation & Winner Announcement



**Audience members will be able to vote live for their favorite pitch!**

**Come see the newest business star in the making**

**Event is free and open to the public. The first 300 people to register will receive beverage tickets for complimentary wine, beer and soft drinks.**

**(585) 319-4728, [info@raceforthespace.org](mailto:info@raceforthespace.org)**

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