



News release

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Contact: Lee Colony 262.564.2512

262.359.0798 (cell)

Nursing product plan wins Gateway InnovateHER competition

A business plan for a product that helps nursing mothers to breast feed their children more efficiently won Gateway Technical College's local InnovateHER business plan challenge.

The business plan for the Side Zip Nursing Bra from GetterRight LLC – owned by Michelle and Chris Getter of Big Bend – took first place out of nine entrants. It will now be sent on to the US Small Business Administration to compete against other local winners nationwide for the possibility to enter into the final round of the top 10 business plans, where cash prizes of up to \$40,000 will be awarded.

The bra provides mothers who are breastfeeding their babies the ability to move their bra cups out of the way when feeding or pumping.

Margie Michicich of Wild Root Market in Racine, took second place. Wild Root Market will be a cooperatively owned, full-serve retail grocery in Racine.

Jason Love, of Autism a la Mode, took third place. Autism a la Mode provides educational resources and products which help families struggling with the topics of parenting children with autism.

InnovateHER is a contest for area entrepreneurs who create innovative products or services that impact the lives of women and families. Specifically, the competition includes products which have a measurable impact on the lives of women and families, have the potential for commercialization and fill a need in the marketplace.

The InnovateHER Business Challenge hosted at Gateway is a local competition of the national competition sponsored by the US Small Business Administration.

Gateway Technical College collaborates with communities in Kenosha, Racine and Walworth counties to ensure economic growth and viability by providing education, training, leadership and technological resources to meet the changing needs of students, employers and communities.

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