

## **LatinasinBusiness.us Announces Participants to the 2017 Pitch your Business to the Media Competition and Donates General Admission Ticketsâ€™™ Proceeds to Puerto Rico Disaster Relief.**

**Business** 2017-10-25 13:12:03

Newark, NJ - [LatinasinBusiness.us](http://LatinasinBusiness.us), the national digital platform that advocates for the economic empowerment of the Latina working woman, announced the eight participants to the 2017 Pitch your Business to the Media Competition. The event will take place at the New Jersey Institute of Technology (NJIT) Campus Center Atrium in Newark, NJ on November 9, 2017 from 4:00 to 9:00pm. Main Media Sponsor for this event is Univision 41.

“This year, eight brave Latina entrepreneurs are stepping up to promote their products and services to the most relevant media in the region,” said Susana G Baumann, Editor-in-Chief, LatinasinBusiness.us. “They are residents of the states of New Jersey, New York and Texas, and they will compete for an opportunity to win this year’s LatinasinBusiness.us Best Business Award,” she added.

The participants –in registration order- are Janny Perez, founder and CEO of MiLegaSi (New York); Elizabeth “Liz” Santiago, founder and CEO, CeleBritAy (New York); Mary Dressendorfer, Co-founder, Princess Plie and Friends (New Jersey); Tania Molina, founder and CEO, Villakuyaya (New Jersey); Karla Jimenez, founder, Caidos del Cielo Bakery; Isabel Ayala, founder, IsaBeauty Aromatherapy (New Jersey); Ivette Mayo, founder and CEO, Yo Soy Expressions (Texas); and Brenda Nava, founder,

“The Pitch your Business to the Media Competition has become a signature event that attracts strong and established Latina small businesses for an opportunity to be promoted in main media in the region,” Baumann said. “We are extremely grateful to count with the support of NJIT as Hosting Sponsor and Univision as Media Sponsor because they recognize the relevance and potential of this community in the region,” Baumann added.

Confirmed participating media so far are Univision 41(NY/NJ), Abasto Magazine (national), Latin Trends (NY); Omnikal (national); Social Vibes Media (NJ); Americano Newspaper (NJ); WCTC- AM radio; and Vivala.com.

In addition, Baumann announced that proceeds from tickets purchased under the denomination LSBEPuertoRico General Admission will be fully donated to Puerto Rico Disaster Relief. “We cannot ignore the dramatic situation that our brothers and sisters of Puerto Rico are suffering as result of natural disasters and the tardy intervention of the Federal government. Every contribution, even if small, will bring the much needed help to help Puerto Rico recovery so “la Isla del Encanto” will flourish again,” Baumann said.

The event will take place at the NJIT Campus Center Atrium, 150 Bleeker St, Newark, NJ 07102, on November 9 from 4:00pm to 9:00pm. Free parking will be available for all attendees at 154 Summit Street.

For information and to register please visit [Latina SmallBiz Expo](http://Latina SmallBiz Expo) ( <https://latinasbizexpo.eventbrite.com/>)

For sponsorship and promotional opportunities, please contact [Susana@latinasinbusiness.us](mailto:Susana@latinasinbusiness.us).

### **About LatinasinBusiness.us**

**LatinasinBusiness.us is a national digital platform that advocates for the economic empowerment of the Latina working woman. Susana G Baumann, Director of LCSWorldwide and Editor-in-Chief of LatinasinBusiness.us is an award-winning business writer, published author, speaker and multicultural marketing expert. For this initiative, launched only three years ago, she has received the 2015 Hispanicize TECLA Award, the 2015 LISTA (Latinos in Information Sciences and Technology) Award and was named 2017 Latina of Influence by Hispanic Lifestyle Magazine.**

**SOURCE: LatinasinBusiness.us**

For HR photos, please CONTACT: Susana G Baumann, Editor-in-Chief, [Susana@latinasinbusiness.us](mailto:Susana@latinasinbusiness.us) or 848 238 6090

**WHAT :** LatinasinBusiness.us Announces Participants to the 2017 Pitch your Business to the Media Competition and Donates General Admission Ticketsâ€™ Proceeds to Puerto Rico Disaster Relief.

**WHEN :** 2017-10-25 13:12:03

**WHERE :**

**CONTACT:**

Susana G Baumann

Telephone: 848 238 6090

Email: [Susana@latinasinbusiness.us](mailto:Susana@latinasinbusiness.us)

.