



Inspiring Entrepreneurs

MILWAUKEE, February 5, 2018. B&D Productions and Cardinal Stritch University today announced the second season debut of ***Project Pitchit***. The announcement was made by Executive Producers, Bev Greenberg and Dean Maytag.

Project Pitchit, is a local TV program where local entrepreneurs "pitch" their business ideas to local, successful businessmen ("moguls") in order to receive awards totaling \$30,000 to assist them in creating a new Wisconsin business. The "moguls" include Jerry Jendusa (STUCK), Jim Lindenberg (Lindy Enterprises), David Gruber (Gruber Law Offices), Tina Chang (Syslogic), Debbie Allen (Dr. DNA), Nancy Hernandez (Abrazo) and Peter Feigin (Milwaukee Bucks).

Project Pitchit has received strong support from the Milwaukee new business community, partnering with organizations such as the Lubar Entrepreneurship Center, and Wisconsin Women's Business Initiative Corporation (WWBIC) to find remarkable entrepreneurs. Businesses providing additional support include Propellor, Platypus advertising, Abrazo and Steinhafels.

"Having the courage to create and innovate unique solutions to solve problems, creates opportunities for growth and ultimately jobs", says Jerry Jendusa, "First you need to dream and then you need to turn it into reality."

"Entrepreneurs have a unique DNA and are inspired to pursue their passion" adds Debbie Allen, "I encourage you to Stay Wired and Inspired."

"I am so proud and so excited to be a mogul on ***Project Pitchit***, I hope Wisconsin enjoys the show and supporting Entrepreneurship as much as I do."

—Jim Lindenberg

Project Pitchit, will air on Saturdays at 6:30pm on WISN12 for nine episodes. It will also air statewide, check local listings.