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CHICAGO – For the first time in 13 years, the MillerCoors Urban Entrepreneur Series (MUES) is giving consumers the chance to vote for their favorite urban entrepreneur.

The new Consumer's Choice Award is a unique addition to the national business plan competition that has awarded nearly \$2 million in grants since the program's inception in 1999. This new component will allow finalists the opportunity to engage their social networks for a chance to win a business development grant of \$10,000.

"At MillerCoors, we embrace the changing nature of business and social networking," said Larry Waters, senior director of community commerce and partnerships at MillerCoors. "The new Consumer's Choice Award will serve as a way for entrepreneurs to exercise their social media marketing savvy, and provides an avenue for consumers to participate in the MUES program by voting for their favorite entrepreneur."

The MUES program was designed to help urban entrepreneurs grow their business and offers a set of unique resources for business owners to craft successful business plans and gain insights from experts. This year, MUES is bringing resources directly to the consumer, via a new online and mobile platform, allowing entrepreneurs to access videos and other business resources while on the go. In addition to the Consumer's Choice award, MillerCoors will award up to \$150,000 in business grants to five promising entrepreneurs.

This year's top winner will be awarded a \$50,000 business grant. Up to four other top finalists will each receive \$25,000 grants, and one consumer-voted entrepreneur from the selected finalists will be awarded a \$10,000 business development grant. Qualified competitors also have the opportunity to potentially become a MillerCoors supplier. The MUES competition is open to participants who are age 21 and older. All entries must be submitted to www.MillerCoorsMUES.com by Fri., Oct. 26, 2012, at 12:00 p.m. (CST).