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Food+City Fourth Annual Challenge Prize to Award \$30,000 in Cash at SXSW On March 13

*The Food+City Challenge Prize, Now Part of SXSW, Will Award a Total of \$30,000
in Cash Prizes to Food Supply Chain Startups at SXSW*

March 7, 2018 (AUSTIN, Texas) — On March 13, 2018, Food+City will host its fourth annual Challenge Prize competition during three sessions at SXSW, with \$10,000 in cash being awarded to the winner of each session.

The Food+City Challenge Prize is an annual contest hosted by the Austin-based nonprofit that inspires action and change in food logistics. In 2018, the Challenge Prize will be at SXSW for the first time as part of the Startups and Tech track. Startup applicants have developed new ways to provide more people access to safe, nutritious food. In addition to cash awards, the Food+City Challenge Prize connects entrepreneurs and early-stage startups with mentors who can help grow their businesses.

After fielding nearly 100 applications from 14 different countries, Food+City selected [14 startup finalists](#) working in the food supply chain to receive a free badge to SXSW Interactive and pitch their company. Each finalist was paired with an [expert mentor](#) for 12 weeks of coaching and collaboration. Finalists from China, Kenya, the United Kingdom and the United States will participate in a Food+City practice pitch day event on March 8, 2018, in Austin and attend SXSW events March 9-18, 2018.

Nine [judges](#) will determine the winning pitches during three sessions at SXSW. A SXSW badge is required to attend, and attendees will have the opportunity to interact with the finalists one on one during breaks between sessions. ALL sessions will be held at the Hilton Downtown Austin. Click the links below for more info:

[Food+City Challenge Prize Session 1](#)

[Food+City Challenge Prize Session 2](#)

[Food+City Challenge Prize Session 3](#)

For more details on the Food+City Challenge Prize and more about Food+City visit www.foodandcity.org.

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About Food+City

Food+City, a 501(c)(3) nonprofit, grew out of The Food Lab at The University of Texas at Austin and is directed by Dr. Robyn Metcalfe in Austin. Food+City is a platform for bold exploration of the global food system. It provokes fresh perspectives on the realities of how we feed cities, inspiring new ideas and fostering action. Food+City magazine stories raise awareness of the opportunities for improvement in our food systems and uncover insights that shape how we make our world sustainable. For more information on Food+City, please visit www.foodandcity.org. Follow and like on [Facebook](#), [Twitter](#) and [Instagram](#).