



**FOR IMMEDIATE RELEASE**

**Reno Startup Week Returns to Downtown, Empowering Innovation with 60+ Sessions**  
Free, Community-Driven Event Anticipates Record Attendance for Their Second Year

**RENO, Nevada (August 2024)** – The Second Annual Reno Startup Week (RSW) returns to Downtown Reno from September 16th to 20th, 2024, offering a dynamic and immersive experience for entrepreneurs, innovators, and the local community. With the support of the local community and event sponsors, this is a free event, promising over 60 engaging sessions and providing a platform for networking, education, and collaboration.

Kicking off this year's events, is keynote speaker [Imari Tuakli](#), who will offer insights into the magic of big ideas and how to harness them at our opening party, sponsored and hosted by Entrepreneur's Organization (EO) and The ROW at the Eldorado.

Throughout the week, attendees can enjoy a variety of exciting evening activities, including a Dine Around in the Reno Brewery District, sponsored by [PNC Bank](#) and [Google](#), and the [Startup World Cup pitch competition](#), where 10 startups will compete for a chance to advance to the San Francisco Grand Finale and potentially win a \$1 million grand prize. This competition is sponsored by [DELL](#) in partnership with [Elevate Reno](#) and [Pegasus Tech Ventures](#).

To cap off the week, the [Reno Experience District \(RED\)](#) will host the closing party on the rooftop of their newest property, Atwood.

[The Paloma](#), this year's primary venue, will host many of the featured speaker sessions, with additional events taking place throughout the week at [The Innevation Center](#). Attendees can look forward to multiple meetups, networking opportunities, and educational sessions designed to inspire and equip the next generation of entrepreneurs. A digital schedule will be available on the RSW website and in the Whova app, available to download and view closer to the September events.

RSW's key sponsors include The Paloma, Innevation Center, The Row, and RED District as venue sponsors. Startup supporters for the week include Google, Entrepreneurs' Organization, PNC, and Dell, whose contributions help make this free event possible.

With an exciting lineup and robust support from the community, Reno Startup Week 2024 is set to be a landmark event, driving innovation and empowering the next generation of entrepreneurs.

For more information and to register, visit [renostartupweek.com](https://renostartupweek.com).

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**About Reno Startup Week**

Reno Startup Week (RSW) is an annual event dedicated to fostering entrepreneurship and innovation in Northern Nevada. Launched in 2023, RSW brings together visionaries, startups, and industry leaders for a week-long celebration of creativity, collaboration, and community. The event features a diverse array of workshops, keynote speakers, and networking opportunities designed to empower aspiring entrepreneurs and established businesses alike. RSW is a cornerstone of the region's growing entrepreneurial ecosystem, providing a vibrant platform for learning, inspiration, and the exchange of ideas that drive the future of business in Reno.

**About EDawn:**

The Economic Development Authority of Western Nevada is a private/public partnership established in 1983. EDawn is committed to adding quality jobs to the region by recruiting new companies, supporting the success of existing companies, and assisting new forming companies to diversify the economy and have a positive impact on the quality of life in Greater Reno-Sparks.

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