

DIANNE GOODWIN OF ST. PAUL, MN AWARDED \$10,000 GRANT FROM BALANCE® BAR

Goodwin Named One of America's Most Extraordinary, Entrepreneurial Women

Rye Brook, New York, February 19, 2003 - BALANCE® Bar has awarded four grants of \$10,000 to women business owners, including **Dianne Goodwin** of **St. Paul, Minnesota**. The BALANCE Business Grants support entrepreneurial women who use their positive energy to help expand their businesses.

Goodwin is the founder of **BlueSky Designs**, a firm specializing in developing product for people with disabilities. Her company uses the "universal design" business approach, developing products suited for people with and without disabilities. She has developed various patented technologies, including an ergonomic, height-adjustable garden rocker and zipper-less camping equipment to help people of all physical abilities enjoy a range of outdoor activities.

Goodwin will use the grant from BALANCE Bar to transition from a service provider to a product development organization, and will expand her custom designs to develop commercially viable products in order to benefit many more people in a more affordable manner.

"The BALANCE Bar Grant will give BlueSky Designs the resources we need to realize our dreams," said Goodwin. "By developing easy to use products, people with and without disabilities can do what they want to do."

"BALANCE Bar awards grants to creative and dynamic entrepreneurial women, like Dianne Goodwin, who are incubating new business ideas while following their dreams," said Jean Smith, Senior Brand Manager for BALANCE Bar. "We established this program to lend a positive energy to these extraordinary women, and to recognize their often unheralded efforts."

An independent panel of judges including Amy Scherber, the founder of Amy's Bread, selected Goodwin and three other women business owners as the recipients of this year's \$10,000 grants. The grant recipients were chosen based on the creativity, originality, persuasiveness, feasibility and overall impression of their business idea and how that idea will help grow their business. Each BALANCE Bar Business grant recipient has six months to implement her idea.

For more information on the BALANCE Business Grants or for other inquiries please contact:

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