

Thank you for partnering with us to promote the GRIT Awards! In this media kit, you will find a brief background on GRIT Awards and suggested media copy. In the email you received, we also have attached various social media graphics sized for Twitter/LinkedIn, Instagram, and Facebook. Please let us know if there is something you need that is missing from this kit!

- The GRIT Awards team

Have questions? We're here to help!

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WHAT ARE GRIT AWARDS?

Small businesses in Texas have faced a lot of adversity in recent years – from natural disasters to a global pandemic – it's safe to say they've all shown a lot of GRIT.

The [Texas State University Translational Health Research Center](#) (THRC) developed the GRIT Awards in partnership with [SCALEUP](#) and the [Center for Innovation and Entrepreneurship](#) to recognize and celebrate small businesses demonstrating **Great Resilience In Texas**.

Anyone is welcome to nominate a small business for these awards. All nominees will be connected to a larger network of small businesses in Texas. In addition, award recipients will be featured in THRC media and highlighted at the GRIT Award Showcase.

WHO ARE WE?

[Translational Health Research Center](#): A university-level center at TXST that supports and shares research that fosters healthy and resilient people and places.

[SCALEUP](#): A new initiative at TXST designed to research the factors restraining minority-owned business growth and to identify potential remedies.

[Center for Innovation and Entrepreneurship](#): A university-level center at TXST that connects, supports, and grows a robust innovation and entrepreneurial ecosystem.

NOMINATION INFORMATION

Eligible applicants include for-profit, small businesses located in Texas. We especially encourage submissions from minority-owned or disadvantaged businesses.

Nominations open October 17, 2022, and close December 1, 2022, at 5:00 p.m. CT.

WHAT WILL AWARD RECIPIENTS RECEIVE?

As a GRIT Winner, you'll receive the following benefits:

- 1) Featured in our state-wide showcase event to share your story with the business community.
- 2) Access to a network of small businesses in Texas and variety of resources to grow your business and build economic resilience.
- 3) Media to share your story and promote your business, including a professional video, press release, and social media content.

Let us promote and share your stories of resilience!

SOCIAL MEDIA SUGGESTIONS:

Twitter:

Accounts to mention: @txst_THR and @TXSTCIE in your post

Relevant hashtags: #THRC or #TXST

Suggested post (please change as is appropriate for your organization/audience):

Texas small businesses are the definition of resilient. Nominate a business today for the first-annual GRIT Awards hosted by @txst_THR. Learn more: <https://www.cherr.txst.edu/grit-awards.html> (205 characters)

Alt-text: Text overlaying a photo of [the city/landmark you chose]. Text: Small Businesses in Texas are game-changers, resilient, and strong. Nominate a business today. GRIT Awards – Recognizing Great Resilience in Texas.

Instagram/Facebook:

Relevant hashtags: #TXST

Suggested post (please change as is appropriate for your organization/audience):

Join us in nominating a small business in Texas that demonstrates resilience and strength! The first-annual GRIT Awards were started to recognize the many ways that small businesses adapt to an ever-changing world.

Nominate a business here: <https://www.cherr.txst.edu/grit-awards.html>

Alt-text: Text overlaying a photo of [the city/landmark you chose]. Text: Small Businesses in Texas are game-changers, resilient, and strong. Nominate a business today. GRIT Awards – Recognizing Great Resilience in Texas.

LinkedIn:

Accounts to mention: @Translational Health Research Center – TXST

Relevant hashtags: #THRC and/or #TXST

Suggested post (please change as is appropriate for your organization/audience):

Texas small businesses are the definition of resilient.

The first-ever GRIT Awards aim to recognize and celebrate the resilience and strength that is unique to these businesses.

Join us in nominating a small business today for the GRIT Awards hosted by @Translational Health Research Center – TXST.

Nominations opened October 17, 2022 and close December 1, 2022.

Learn more: <https://www.cherr.txst.edu/grit-awards.html>

#THRC | #TXST

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