

FOR IMMEDIATE RELEASE
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Applications now accepted for the 2021 Soin Award for Innovation

DAYTON, Ohio – The search is on for the next great idea that could win a local business or individual \$25,000 and a valuable moment in the spotlight. The Dayton Area Chamber of Commerce is accepting applications for the 2021 Soin Award for Innovation.

True to the Dayton region's long history with entrepreneurship, invention, and industry, the Soin Award for Innovation recognizes a product or service that is – or soon will – disrupt the market. The winning applicant will best demonstrate an entrepreneurial spirit with a unique offering that has the ability to sustain long-term growth for the company, increase local employment and assist in the creation of economic prosperity within the Dayton region.

“The Dayton area has a long history of innovation and discovery,” said Rajesh Soin, Chairman and CEO of Soin International. “We must continue to encourage our local entrepreneurs to build on this and create new enterprises, jobs, and additional opportunities for this region. On behalf of the Soin Family, I am proud to support this annual award that recognizes the accomplishments of these individuals and businesses.”

The Dayton Area Chamber of Commerce and the Soin family have partnered to offer the Soin Award for Innovation since 2007.

The most recent winner, Arcani Coil Care, was recognized for the way it used social media videos to create a viral following for its hair care line, made especially for Black hair. The #RubChallenge showed potential customers how the company's Edge Control product kept hair in place, even if you rub it. The hashtag #RubChallenge has since been used more than 21,000 times on Instagram alone.

“To be the face of innovation for Dayton is amazing to me because there are little girls who are disadvantaged; who don't have opportunities afforded to them. They might not have financial help, parental help; there may be a lot of barriers that they are facing. To be in a city where people watched me grow up, and are connected to me, for them to see that this is happening, that gives everybody hope that it's possible,” said Jerricha Hoskins, owner of Arcani Coil Care.

Arcani Coil Care was the first solo-female owned company to win the Soin Award for Innovation, and the first Black-owned business to win the award.

A selection committee made up of representatives of the region's business and academic leaders, along with the chamber's Education and Public Improvement Foundation (EPI Foundation) Board members, will choose one applicant to receive a \$25,000 cash award and its accompanying public and community recognition.

Past Soin Award for Innovation winners are:

2008 - Mound Laser and Photonics Center, Inc	2015 - NONA Composites
2009 - IYA Technologies	2016 – Redwall Technologies
2010 - Composite Advantage	2017 – Obi / DESiN LLC
2011 - Commuter Advertising	2018 – Battle Sight Technologies
2012 - NanoSpense	2019 - GlobalFlyte

2013 - UDECX 2014 - AAA Wastewater	2020 – Arcani Coil Care
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Applications are due no later than 4pm Eastern on February 26, 2021. The Soin family will present the Soin Award for Innovation at the Dayton Area Chamber of Commerce Annual Meeting, date to be determined.

A link to the application is listed below:

<https://daytonchamber.org/services/business-resources/business-awards/soin-award-for-innovation/>

About Dayton Area Chamber of Commerce

The Dayton Area Chamber of Commerce brings together more than 2,200 businesses and organizations in a 9 county area surrounding Dayton, Ohio. The Chamber strives to improve the region's business climate and overall standard of living through public policy advocacy, economic development initiatives and providing networking and training opportunities for its members. Nationally awarded with "5-Star Accreditation" from the United States Chamber of Commerce, the Dayton Chamber is widely recognized for its innovative programs and outstanding contribution to positive change in the region. Information about the Dayton Area Chamber of Commerce is available at daytonchamber.org or 937-226-1444.

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