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FOR IMMEDIATE RELEASE

Tocar Spa Wins \$15 Thousand Prize from Howard County Accelerator Program

COLUMBIA, MD - November 18, 2021 - Stephen Conti, President and Founder of Tocar Spa, won the first place prize in Howard County's first "HoCo Higher: Accelerator Business" program in partnership with M&T Bank.

The 10-week-long program began on September 8, 2021 and was led by top business mentors, coaches and subject matter experts. The bootcamp was designed to teach early-stage and historically under-served entrepreneurs the essentials of business planning, operations, credit building, digital communication and financial management.

Participants met weekly in the state of the art Maryland Innovation Center (MIC), located in the Columbia gateway drive, the innovation hub of the county. The Center serves as a beacon of innovation to the Baltimore-Washington corridor community and beyond. Their coursework culminated with a two-round business pitch competition whose prizes included \$15 thousand (first place), \$4 thousand (second place), and \$2 thousand (third place).

"I am thrilled to have had the opportunity to connect with and learn from such amazing business owners and business experts," said Conti. "This program and the first-place prize money was the boost I needed to start the second phase of my business, to transform from operating to expansion."

Stephen plans to use prize money to hire an executive assistant to help ease the administrative load in order to free him up to fully focus on treatments, staff training & recruitment, and key networking opportunities with local businesses and community organizations. This will help accelerate plans to build and develop our first standalone clinic in Howard County with the express intent to service the residents and service providers of Howard County.

About Tocar Spa

Tocar Spa is founded on the belief that touch is an essential part of a healthy lifestyle. At Tocar, we focus on providing effective massage services that improve our clients' overall health and well-being. We believe that a preventative approach is a key to maintaining wellness.

Tocar Spa's therapists provide a wealth of knowledge and experience that extends far beyond traditional Western medicine. Routine massage therapy sessions are shown to provide long-lasting health benefits, and our precise methods and techniques ensure our clients' are on the path towards sustained health.

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