

A leg up on the competition

March 4, 2011

An audition team from the popular CBC television series *The Dragons' Den* visited the Ron Joyce Centre, DeGroot School of Business Burlington campus last weekend, giving entrepreneurs the chance to pitch their ideas and products to the show's producers.

Oakville residents Jordie and Tyler Schwartz, who is president of RetroFestive.ca, Canada's Christmas Movie Memorabilia Store, explained how they have obtained the Canadian rights to sell the leg lamp made famous in the movie *A Christmas Story*.



This article is for personal use only courtesy of
InsideHalton.com - a division of Metroland Media Group Ltd.

A leg up on the competition. IN THE DRAGONS' DEN: Jordie and Tyler Schwartz with the leg lamp made famous in the movie *A Christmas Story*. Tyler is holding another product from the movie *Christmas Vacation*, a moosehead mug. *Eric Riehl – Burlington Post*
