

PRESS KIT 2025

The CAKE WALK

THE NATION'S #1 TWERK CONTEST

OCTOBER 26, 2025

\$10,000 TWERK CONTEST

THE EVOLUTION OF TWERK CULTURE

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FOR IMMEDIATE RELEASE

The Cake Walk Returns With \$10,000 Prize and Month-Long “Caketober”

Aurora, CO — Thursday, September 18, 2025— The Cake Walk returns on October 26, 2025 with its biggest year yet: a \$10,000 prize main event and a month-long lead-up known as Caketober. Recognized as the nation’s most exciting twerk contest, The Cake Walk represents more than a decade of cultural nightlife innovation from founder Amber Mygatt.

Over the past ten years, Amber has built a legacy of original twerk competitions that have shaped Denver’s hip-hop culture, from the holiday favorite #GIFTZ (awarding \$2,000) to the tax-season hit TAX SZN (awarding \$2,000). In 2024, The Cake Walk debuted officially, selling more than 850 tickets, generating \$20,000+ in bar sales, and creating over 200,000 digital impressions with no sponsorship.

What sets The Cake Walk apart is its deep community roots. Every judge is an entrepreneur or community member who is given the platform to brand themselves throughout the night. All artists, DJs, and performers are sourced directly from Colorado talent, and even the vendors and catering are local, feeding back into the city’s creative economy.

“The Cake Walk isn’t just a contest, it’s a cultural season,” said founder Amber Mygatt. “We’ve built this from Denver’s community outward, and now with Caketober and our new city hubs, we’re showing the nation what it looks like when culture, entrepreneurship, and artistry collide.”

More than just a contest, The Cake Walk has become a cultural season that blends artistry, entrepreneurship, and nightlife into one unforgettable experience. With Caketober’s curated events leading up to the finale and the expansion into new affiliate hubs in Oklahoma, Atlanta, Dallas, Houston and Las Vegas, The Cake Walk is redefining what a cultural event can mean for a city.

A DECADE OF **REVOLUTIONIZING** HIP-HOP CULTURE IN COLORADO



THE CAKE WALK 2025 AT-A-GLANCE

QUICK STATS (LAST YEAR):

- 850+ tickets sold
- \$20,000+ bar sales in 5 hours
- 200,000+ digital impressions
- 100,000+ video views
- 500+ daily organic website visits leading up to event

AUDIENCE:

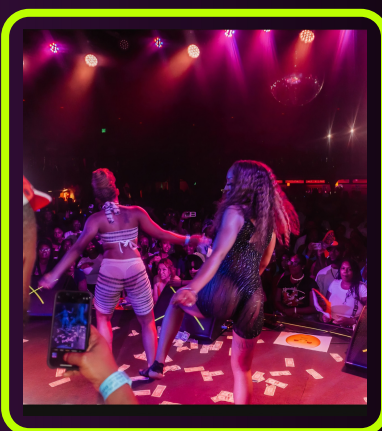
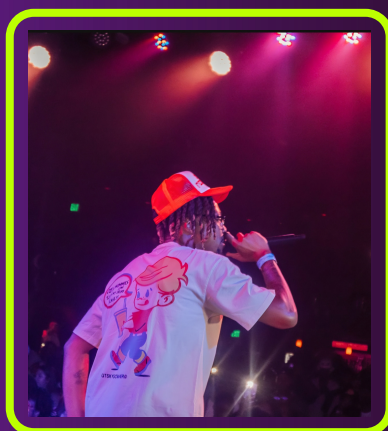
- Ages 21–50
- Entrepreneurs, creatives, young professionals, content creators
- Diverse, culturally influential crowd

2025 HIGHLIGHTS:

- \$10,000 prize pool (double last year)
- Month-long Caketober lead-up events
- 100% local artists, vendors, and judges
- Affiliate expansion: Oklahoma, Atlanta, Dallas, Houston and Las Vegas

DATE/LOCATION:

October 26, 2025 / 7pm -12am
Venue: Stampede
2430 S Havana St, Aurora, CO 80014



AMBER MYGATT

MEET
THE
FOUNDER



SHORT BIO:

Amber Mygatt is the founder of The Cake Walk and owner of Rabbits with Bad Habits. For more than a decade, she has produced cultural twerk competitions in Denver, awarding \$20,000+ in prizes and shaping the city's hip-hop nightlife.

LONG BIO:

Amber Mygatt has spent over ten years building original nightlife experiences in Colorado that highlight twerk as a cultural art form. Her past events include the holiday contest #GIFTZ and tax-season hit TAX SZN, each awarding \$2,000 to performers. In 2024, she launched The Cake Walk, which drew nearly 1,000 attendees, generated \$20,000+ in bar sales, and created 200,000+ digital impressions. With the 2025 edition doubling the prize pool to \$10,000 and expanding into new affiliate hubs, Amber continues to amplify culture, entrepreneurship, and artistry through her company Rabbits with Bad Habits.

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