



NEWS RELEASE

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For immediate release

SBTDC Launches Biz Boost Program to Help Businesses Recover and Succeed

RALEIGH, NC – The Small Business and Technology Development Center (SBTDC) announces the launch of Biz Boost, a small and mid-size business assistance initiative of Governor Beverly Perdue. Biz Boost will add needed resources to help accelerate North Carolina’s economic and job recovery. The SBTDC, with funding support from the North Carolina Commission on Workforce Development, is the lead organization for administering and implementing the Biz Boost initiative.

The SBTDC will work with North Carolina’s seven regional economic development partnerships, the NC Department of Commerce, local community colleges, and workforce development boards to reach out to small and mid-size businesses. Scott Daugherty, Executive Director of the SBTDC, says “Our Biz Boost team of business counselors and specialized professionals are experienced at assisting owners and management teams to position themselves to grow and add jobs. We will provide the information, tools, advice, and direction necessary to help them succeed in the current economic downturn.”

Since 1984, the SBTDC has helped businesses grow jobs and revenues – more than 3 times the average for North Carolina firms. Even in recessions, SBTDC clients outperform their peers. By focusing additional resources and leveraging partnerships to assist vulnerable firms, Biz Boost aims to help businesses retain jobs and strengthen their prospects for future growth. Growing businesses are the key to job creation, increased revenue, and regional economic success.

The SBTDC is a business advisory program of the University of North Carolina System; administered statewide by NC State University and operated in partnership with the US Small Business Administration. For more information about Biz Boost, visit www.sbtddc.org/bizboost or call 1-800-258-0862.

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