

MEDIA RELEASE

Tuesday, October 21, 2014

Shining the Spotlight on the Region's Small Businesses

Windsor – Essex, Ontario - Tuesday, October 21, 2014 - In recognition of Small Business Month and Shop Small Business Saturday on October 25th, the WindsorEssex Economic Development Corporation and Small Business Centre are turning the spotlight on small business and encouraging consumers to support our small businesses in the region. There are over 20,000 businesses operating in Windsor-Essex that create jobs, drive the economy and give our region its unique character.

The WindsorEssex Economic Development Corporation has launched a media campaign created to profile clients and the services of the WindsorEssex Small Business Centre. The Small Business Center provides tools and resources such as providing expert advice, business plan support, free business start-up kits as well as workshops & seminars and offers a number of youth programs.

Beginning the week of October 20 through to Saturday, October 25th a print and online campaign will begin in The Windsor Star and radio commercials airing on AM 800 featuring – entrepreneurs Steven Thompson and John Ansell, owners of The Squirrel Cage, Adam Bydrewuez owner of Comfort Keepers and Ernie and Ellen Little owners of Little Sweets Café and Bakery. The campaign also includes a National video produced by the Canadian Federation of Independent Business (CFIB).

Shop Small Biz Saturday is an initiative of CFIB in conjunction with *Interac*. They invited Sandra Pupatello, CEO of WindsorEssex Economic Development to be a spokesperson this year to help promote the important role of small businesses in local economies, and to remind all Canadians about the importance of “shopping locally”. The CFIB video and AM 800 Radio commercials can be accessed on the Windsor-Essex YouTube channel and on the choosewindsor.essex.com and windsor.essexsmallbusiness.com websites.

“I encourage residents to get out and support your favorite small business and not just this Saturday – but every day and tweet about it using **#SmallBizSat.**” said **Sandra Pupatello, CEO WindsorEssex Economic Development Corporation.**

ABOUT:

Canadian Federation of Independent Business (CFIB)

www.cfib.ca

WindsorEssex Small Business Centre

www.windsor.essexsmallbusiness.com

Media Contact:

Media Interviews with small businesses can be arranged.

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