



FOR IMMEDIATE RELEASE
Wednesday, October 18, 2016

**Record Number of Local Vendors
Participate in the Small Biz Expo 2017**

Windsor-Essex County, Ontario - Wednesday, October 18, 2017 – The **Small Biz Expo 2017** a signature event of the WindsorEssex Small Business Centre (SBC) was held this evening at the Caboto Club in Windsor. It was an overwhelming success with 75 diverse small business vendors participating and over 500 people from across the region attending to shop local and support the region’s entrepreneurs.

The month of October is recognized as Small Business Month and is dedicated to celebrate and support small businesses locally, provincially and nationally. SBC recognizes Canada’s Small Business month by communicating and marketing the services of the SBC with the goal of connecting with current and prospective clients. SBC also creates opportunities such as the Small Biz Expo to highlight our local and independent small businesses and provide them with the opportunity to promote their goods/services, to connect with the wider business community and to sell directly to Windsor-Essex residents.

Stephen MacKenzie, CEO of the WindsorEssex Economic Development Corporation said, “According to Statistics Canada, (Canadian Business Patterns, June 2017) there are over 28,925 businesses operating in Windsor- Essex that create jobs, drive the economy and gives our region its unique characteristics. The vast majority being micro and small businesses - 85% having fewer than 10 employees. Small business is truly the back-bone of the economy in our Region and we need to celebrate and recognize entrepreneurs at every opportunity.”

Sabrina DeMarco, Executive Director of the WindsorEssex Small Business Centre added, “Every day is small business day at the Small Business Centre where our staff support individuals to help turn their dream of starting a business into a reality as well as to support existing businesses to succeed and grow. This year’s Small Biz Expo exceeded our expectations and demonstrates the public’s desire to shop local and support small businesses who make enormous contributions to our local economy. Annually the Small Business Centre attracts and increases vendor participation which clearly indicates the need for an event such as this. It’s nice to know we are able to foster the public exposure and environment that our local entrepreneurs need to succeed with this year’s Small Biz Expo. “

Details Attached: Small Biz Expo 2017

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