



MEDIA RELEASE

Wednesday, July 13, 2016

THE WINDSORESSEX SMALL BUSINESS CENTRE ANNOUNCES EXCLUSIVE MEMBERSHIP PROGRAM FOR SBC CLIENTS

Windsor-Essex County, Ontario, Wednesday, July 13, 2016 - In an effort to support small business in the Windsor-Essex region, the WindsorEssex Economic Development Corporation's Small Business Centre (SBC) announced a new membership program called Business Advantage. This program is aimed at increasing engagement with existing clients, attracting new small business clients and creating an environment wherein local businesses support each other.

The SBC will now offer three levels of membership exclusively to its clients that will include access to existing programs, training and services, and a number of perks from local businesses offering support to small businesses.

The Business Advantage program targets businesses within the three stages of operation: clients just *Thinking of* starting a business, *STARTING* a business, or *GROWING* their existing business. Early bird membership discounts are available –To register visit [SBC website](#) or contact the office at 519-253-6900.

"We are extremely pleased to partner with [Vistaprint Corporate](#) who offered their assistance to help us launch the Small Business Centre's Business Advantage program. Vistaprint Corporate will be providing special discounts and outstanding customer service offerings to our clients. Many thanks as well to [Allegra Marketing Print Mail](#), [Image 360](#), [Hawkins & Co. Accounting](#), [Blab! Media](#), [Staples Canada](#) (Windsor locations) and [Lacasse Printing Company Ltd.](#), who have also come on board to partner with SBC to support this new initiative and more importantly understand the positive impact created when local businesses support other local businesses," said **Rakesh Naidu, CEO (interim) of the WindsorEssex Economic Development Corporation.**

Sabrina DeMarco, Executive Director of the WindsorEssex Small Business Centre, added, "The WindsorEssex Small Business Centre wants to help local entrepreneurs by fostering a vibrant and supportive B2B culture through this new Business Advantage program. As we move forward with this program we will be adding additional companies that will offer diverse services and goods at preferred rates."

We invite local companies to [register](#) for the opportunity to join the Business Advantage program as a partner organization. To be eligible, businesses must be located in the Windsor-Essex region. Successful applicants agree to provide a promotional rate, package or discount on selected goods and services to SBC clients for a minimum commitment of one year.

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519-259-9600

ABOUT SBC BUSINESS ADVANTAGE MEMBERSHIPS

THINK – Free to all current and new clients of SBC

- One-on-one consultations services
- Research requests
- Access to free informational seminars and Starter Company workshops
- Professional advisement services and mentorship
- Access to place business cards/flyer in the Small Business Centre
- An opportunity to be featured in the SBC e-newsletter and website

START - \$75/YEAR

- One-on one consultation services
- Research requests
- Access to free informational seminars and Starter Company workshops
- Professional advisement services and mentorship
- Access to place business cards/fliers in the small Business Centre
- An opportunity to be featured in the SBC e-newsletter and website
- Discounts on Small Business Expo vendor registration, workshops and networking events

GROW - \$100/YEAR

- One-on one consultation services
- Research requests
- Access to free informational seminars and Starter Company workshops
- Professional advisement services and mentorship
- Access to place business cards/fliers in the small Business Centre
- An opportunity to be featured in the SBC e-newsletter and website
- Discounts on Small Business Expo vendor registration, workshops and networking events
- Preferred rates/discounts on local business products and services

