



## **FOR IMMEDIATE RELEASE**

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### **IOWA SBDC NETWORK TO CELEBRATE INAUGURAL SBDC DAY MARCH 22**

#### ***State's Principal Provider of Business Assistance Invites Small Businesses, Communities to Join National Celebration***

AMES, Iowa – Business has changed dramatically over the last 40 years, and America's SBDC Iowa (SBDC) Network has been there throughout. To celebrate the success and impact that SBDCs foster each year, the network will take part in SBDC Day on Wednesday, March 22.

SBDC Day is a national movement created by America's SBDC, the association representing America's nationwide network of SBDCs - the most comprehensive small business assistance network in the country and its territories. SBDC Day is a national, collective celebration of the small business success stories and notable impact SBDCs foster nationwide.

Since 1981, the Iowa SBDC Network has helped aspiring and emerging small business owners achieve the American dream of entrepreneurship. The network provides consulting, training, and research services to help entrepreneurs and small businesses grow and succeed.

America's SBDC Iowa employs certified business advisors, many of whom are former business owners and hold nationally and internationally-recognized professional certifications.

In fiscal year 2016 Iowa SBDCs provided 15,134 hours of consulting to 4,442 client businesses, resulting in 1,689 jobs created, \$68.9 million in sales growth, \$70.4 million in capital investments, and 279 new businesses started.

#### ***Join the SBDC Day Celebration***

Social media will play a central role in the promotion and celebration of SBDC Day. Small businesses, partners, and advocates are invited to help spread the word about SBDC Day using the hashtag #SBDCDay and by pledging their support through Thunderclap, a crowdspeaking platform that rallies people together to spread a message.

On March 22, participants are encouraged to share how their local SBDC has created a difference in their life and community. SBDCs nationwide will collectively share, in real time, the success stories and notable impacts SBDCs collectively have on the small business community at large. This special day will

also be celebrated through public relations initiatives and campaigns and through online and in-person events.

"SBDC Day is more than a one-day event," said Lisa Shimkat, State Director of the Iowa SBDC. "By celebrating small businesses and supporting SBDCs on SBDC Day and year-round, everyone can play a part in strengthening the economy of our communities, state, and nation."

With nearly 1,000 locations across the country, SBDCs provide local businesses and entrepreneurs with the resources needed to succeed. In 2016, America's SBDCs nationwide provided 1.3 million hours of consulting to 192,205 client businesses, resulting in 100,233 jobs created; \$6.9 billion in sales growth; \$4.6 billion in capital investments; and 17,864 new businesses started.

To pledge your support for SBDC Day, please visit <https://www.thunderclap.it/projects/52710-sbdcday>.

To learn more about SBDC Day, please visit [www.AmericasSBDC.org/SBDCDay](http://www.AmericasSBDC.org/SBDCDay).

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Funded in part through a cooperative agreement with the U.S. Small Business Administration, America's SBDC Iowa has 15 regional assistance centers located strategically across the state. Since program inception in 1981, the SBDC has helped Iowa businesses and entrepreneurs through no fee, confidential, customized, professional business counseling and practical, affordable training workshops.

For more information on America's SBDC Iowa programs or services, call (515) 294-2030 or visit [www.iowasbdc.org](http://www.iowasbdc.org), <https://www.facebook.com/AmericasSBDCIowa>, or <https://twitter.com/IowaSBDC>.

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