



FOR IMMEDIATE RELEASE

April 23, 2020

AMERICA'S SBDC IOWA ANNOUNCES 5 DAY SMALL BUSINESS CHALLENGE ***Support Small Businesses 5 Day Challenge on Social Media***

AMES, Iowa – America's SBDC Iowa is pleased to announce a social media campaign to support small businesses across the state. Their campaign, Support Small Businesses 5 Day Challenge, is a way that everyone can support small businesses from the safety of their home.

The 6-part video series will consist of an announcement video on Sunday, April 26, and then a daily challenge the rest of the week. Examples of the challenge include tagging small businesses on social media, purchasing gift cards, writing online reviews, and sending caring messages to small business owners.

"America's SBDC Iowa's campaign began as an idea from our North Central Iowa SBDC office," says State Director Lisa Shimkat. "It was developed further and we reached out to statewide partners, as well as other Small Business Development Centers across the nation to promote the campaign. We're excited to share a way for everyone to support all types of small businesses from the safety of their home. Our hashtag for the campaign also has an encouraging message of #Back2Biz."

To access the campaign videos, go to www.iowasbdc.org/5-Day-Challenge. They will also be available daily, from April 26 – May 1 at <https://www.facebook.com/AmericasSBDCIowa>, or <https://twitter.com/IowaSBDC>.

America's SBDC Iowa also has a COVID-19 resource page available at www.iowasbdc.org/COVID-19. All 15 regional centers of America's SBDC Iowa are fully staffed and trained to assist small business owners with their questions and concerns during this challenging time.

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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, <https://www.facebook.com/AmericasSBDCIowa>, or <https://twitter.com/IowaSBDC>.

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