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GREENSBORO PARTNERSHIP BILLBOARD CAMPAIGN EXPANDS OUTREACH TO ENTREPRENEURS

September 1, 2011 – (Greensboro, NC) – The Greensboro Partnership Entrepreneurship Initiative is pleased to announce it has launched its first billboard campaign to raise awareness of local resources available to entrepreneurs in the Greater Greensboro area.

Several billboards will be prominently displayed in various areas of the city to promote the initiative's website, www.greensboroentrepreneur.com. The website provides entrepreneurs with information on accessing capital, partnering with local colleges and universities, upcoming programming, and testimonials from other local entrepreneurs.

"Our region is extremely business-friendly and is the perfect place for an idea to be turned into a dream job," commented Kathy Elliott, Vice President of Small Business and Entrepreneurship at the Greensboro Chamber of Commerce. "Entrepreneurs are everywhere, and we wanted to expand our reach to make each and every one of them aware of the local resources that are available to them."

The billboards will be displayed until October 29, 2011 and were produced in partnership with Fairway Outdoor Advertising. For additional information, please call Kathy Elliott at (336) 387-8322 or visit the Greensboro Partnership Entrepreneurship Initiative online at www.greensboroentrepreneur.com.

The Greensboro Partnership is the principal economic and community development organization in Greensboro. Through the work of its three member organizations – the Greensboro Chamber of Commerce, Action Greensboro, and Greensboro Economic Development Alliance – the Partnership works to develop a vibrant community that creates, expands, and attracts business while advancing the quality of life for all. For more information on the mission of the Greensboro Partnership, visit www.greensboropartnership.com.

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