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News Release

FOR IMMEDIATE RELEASE

18th ANNUAL TRENTON SMALL BUSINESS WEEK THEMED “A NEW *BUSINESS REVOLUTION*.....CAPITALIZE ON TRENTON” TO TAKE PLACE OCTOBER 17th THROUGH 21st

(Trenton, New Jersey ó August 9, 2011)

Thereø a new administration in Trenton and a new opportunity to serve the needs of the business community throughout the tri-state area. Planning for the 18th annual Trenton Small Business Week is well under way, and the program is bigger and better than ever.

Entrepreneurs, new business owners, small business owners, corporate executives, career and industry changers and virtually anyone working or exploring business opportunities in the area should plan to attend. Participants can attend free seminars, learn about procurement opportunities, meet state-of-the-art vendors and network with other business owners and executives. Last year over 5000 people came to Trenton during this week.

There are numerous workshops and seminars and many special events for all to enjoy. We start things off with the Opening Kick-Off Breakfast and the annual Mayorø Awards. In addition, the week will include the Mercer Regional Chamber of Commerce Power Luncheon and Expo, a networking reception hosted by TD Bank, and the annual Renaissance Ball of Trenton.

øThe Capital City is proud to host this prestigious event. The quality and range of the programs throughout this week are top-notch and among the best business training opportunities available anywhereö states Mayor Tony Mack. He continues øbusiness success and economic growth are evidenced everywhere throughout our region.ö

øArea businesses can look at our website at www.smallbizweek.com for more information about the seminar offerings and network gatherings during the weeklong event. Established businesses as well as start-ups can benefit by attendingö said J.R. Capasso, Director of Economic Development. Seminars include: Can Your Business Grow Legs, Tourism ó How Can Your Company Benefit, Mobile Marketing, Doing Business with Local Government, and Financing Your Projects.

For the second year the City of Trenton will host a Capital City Real Estate Reception of Wednesday, October 19th. Local realtors will have an opportunity to showcase properties plus the City plans to host an auction of designated properties.

Sponsorships for Trenton Small Business Week are available to area businesses and provide exposure to thousands of business professionals. The sponsorship levels are Chairman of the Board/Commander-in-Chief - \$7,500; Chief Executive Officer/Major General - \$5,000; President/Brigadier General - \$3,000; Chief Financial Officer/Colonel - \$1,500; and Director/Brigadier Major - \$500.

For more information on the week, visit www.smallbizweek.com or call the information hotline at 609-771-2947. For information on sponsorships, contact Carmen Melendez at 609-989-3503 or Tom McGough at 609-989-3508. tmcgough@trentonnj.org