

## Mission

BiGAUSTIN assists small businesses to successfully grow by providing comprehensive education, tailored business counseling and flexible loans.

## Vision

BiGAUSTIN fosters economic development as THE resource for small businesses to stimulate prosperity.

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NEWS RELEASE

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FOR IMMEDIATE RELEASE

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## **BiGAUSTIN SELECTED FOR 2008 MICROENTERPRISE BOOST PROGRAM LOCAL PARTNER FOR GRANT AWARD**

### **Five microentrepreneurs in Austin area eligible to receive Equity Award**

Austin, TX – BiGAUSTIN is proud to announce its selection as a local partner for the 2008 Women and Company® Microenterprise Boost Program. Through this program, BiGAUSTIN will have an opportunity to award \$500 to \$2,500 cash equity awards to at least five women microentrepreneurs in the Austin area community. The awards will help foster the growth and development of their businesses. BiGAUSTIN is one of only fifteen Local Partners chosen for this nationwide program.

The Women and Company Microenterprise Boost Program is designed to provide **low- and moderate-income** women microentrepreneurs the opportunity to achieve greater business success by providing cash awards that will have a measurable impact on the development of their business.

"Thanks to Citigroup and Women and Company we can provide and ensure women will have access to training and technical assistance and have an increased opportunity to succeed in business. The Women and Company Microenterprise Boost Program provides valuable resources needed to achieve business goals," said BiGAUSTIN President, Jeannette Peten.

Started in 2005 and funded by the Citigroup Foundation, the Women and Company Microenterprise Boost Program will disperse over seventy-five equity awards to women microentrepreneurs across the country. Recipients will receive technical training, business development guidance and assistance from BiGAUSTIN on growing their business and maximizing their equity award. The awards may be used for essential business development activities such as marketing, technology purchases, website development, inventory, or professional services.

The program is managed by the Association for Enterprise Opportunity, a national membership association for the microenterprise development industry, representing hundreds of microenterprise development programs across the country. Women and Company, a division of Citigroup that provides access to financial education and resources for women, will work with AEO to implement and promote the program. Award recipients are announced in March and April.

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