FOR IMMEDIATE RELEASE:

London service providers launch #LondonCAN campaign supporting the city's entrepreneurs.

London, ON Canada — January 16, 2018 - Service providers supporting London’s entrepreneurial community have joined together to launch a new campaign marketing the city as an attractive place to plant and grow businesses. Promoted under the hashtag #LondonCAN, the campaign kicked off Tuesday, January 16 at the London Chamber of Commerce’s annual State of the City Address with a video featuring local entrepreneurs and the questions they’re facing. The accompanying website (FindYourAnswers.biz) highlights support services available to business owners.

London is currently home to over 14,000 businesses, and with new ones starting every day, the need for support and advice continues to grow. The campaign will foster the “city for entrepreneurs” called for by the Community Economic Roadmap and is aimed to provide entrepreneurs an avenue to collaborate and seek support in order to succeed.

Working alongside local creative agencies rTracton and web.isod.es, the consortium of support services (including the London Economic Development Corporation, Pillar Nonprofit Network, Fanshawe College/Leap junction, Western’s Propel, Small Business Centre, Springboard and TechAlliance) has developed a communication strategy set to roll out with a fresh perspective on the resilience, ingenuity and hard work the city’s business owners display every day. That perspective focuses on entrepreneurs who have navigated the system, have overcome obstacles and who are willing to share their experiences so that others can contribute to a thriving community.

FOR PRESS INFORMATION, CONTACT:

Annette Markvoort
Chair, Communications Committee
Entrepreneurial Support Network

a_markvoort@fanshawec.ca
519- 452 4430 ext 6191

www.FindYourAnswers.biz #LondonCAN