



## **MEDIA ALERT**

**FOR IMMEDIATE RELEASE**

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### **New Online Directory Offers a Free Solution to Bring Together Small Business and Local, Affordable Creative Talent**

**PHOENIX, Arizona (May 11, 2009) - The Creative Broker is launching a free online directory exclusively for entrepreneurs and small businesses where they can search for local, budget friendly creative professionals.** The Creative Broker is offering a unique opportunity for smaller agencies and freelance professionals to advertise in the directory at no cost.

Especially in hard economic times, small businesses need to get more value for their dollar and still create something that will make them stand out, not blend in. Smaller agencies or freelance professionals often have the experience, knowledge and creativity without the hefty price. They serve as a great option for anyone including those starting a new venture or side business, to those looking to reinvent themselves in a competitive industry.

Typically, smaller agencies or freelance professionals find it hard to connect with local small businesses and entrepreneurs that need their services because of their own limited budgets and resources. The Creative Broker hopes to help them move past that hurdle with this new directory.

"We realize that many of our local creative talent are small business owners themselves, and can't afford to advertise in the more traditional way such as print. They are invaluable because not only do they often have extensive experience and knowledge, but they understand the challenges of this special business sector. We want to offer an easy, inexpensive way for both of them to come together" says Andrea Libey, chief creative officer.

Small businesses and entrepreneurs can search for professionals in any one of these directory categories including: advertising, client gifts, direct marketing, domain registering, embroidery, event catering and management, graphic design, internet advertising, marketing/sales, market research, networking, photography, printing, promotional products, public relations, signs, training, video production, writing and web design/marketing.

Those interested in advertising their creative services for free in the directory can find more information online at [www.thecreativebroker.com](http://www.thecreativebroker.com).

#### **ABOUT THE CREATIVE BROKER**

The Creative Broker is a dynamic marketing and communication resource and management firm for entrepreneurs, micro and small businesses in the Phoenix Metropolitan area. They offer creative solutions to grow and promote businesses, affordable and collaborative project management services and a directory of local creative industry professionals.

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