



## MEDIA ALERT

FOR IMMEDIATE RELEASE

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### **Bartering Event Focuses on Low Cost Marketing Solutions in a Tough Economy**

Registration Deadline is May 4<sup>th</sup>

The Creative Broker, a dynamic new marketing and communications resource and management firm, is still accepting registrations for its beginners bartering seminar called "Barter and Breakfast" for entrepreneurs, small and micro businesses on Saturday, May 9<sup>th</sup> 2009. **Bartering has always been seen as a creative option for small businesses with tight budgets or in a depressed economy.** Attendees will have an opportunity to learn about bartering and network in a format designed to bring businesses together.

**WHO:** Phoenix metropolitan entrepreneurs, small and micro business owners of any industry are welcome.

**WHAT:** **On a tight budget? Looking to gain more customers/clients? Want more marketing opportunities? Meet up with other local small business owners that have something to offer and are willing to trade it for what they need at this special event.** Attendees will also have a chance to learn more about the art and business of bartering with **local experts Premier Barter** who will discuss both one-to-one trades and utilizing a barter exchange such as themselves.

"Bartering is a great, creative solution in today's tough economy to grow and promote your business without spending cash. However, it can sometimes be intimidating to beginners. We wanted to provide a casual environment for those interested to learn more and come together," says Andrea Libey, Chief Creative Officer and founder of The Creative Broker.

The event will take place on Saturday, May 9<sup>th</sup> from 9-11 a.m. The \$30 event charge includes a light breakfast, event entrance and networking opportunities. Attendees do not need to join a bartering network to participate in this event; it is purely an exciting, informational session for business owners.

Event partners include the National Association of Women Business Owners (NAWBO), Goldfish Creative and Premier Barter.

**WHERE:** **Arizona State University Mercado**  
502 E. Monroe St., Building C, Room 145  
Phoenix, AZ 85004

The Heritage and Science Park garage is the most convenient parking for event participants. The garage is at the southeast corner of Monroe and Fifth streets. There are two garage entrances; one is on Monroe Street and another on Fifth Street. Additional parking is available at parking meters along the street.

**Space is limited and registration ends May 4<sup>th</sup>. Register online at [www.thecreativebroker.com](http://www.thecreativebroker.com). Media are invited to attend at no charge, but please email [barter@thecreativebroker.com](mailto:barter@thecreativebroker.com) to register.**

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