



MEDIA ALERT

FOR IMMEDIATE RELEASE

June 10, 2009

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Networking Group for Young Entrepreneurs and Small Business Owners Formed Generations following baby boomers are seen as most entrepreneurial in history

PHOENIX, Arizona (June 10, 2009) - The Creative Broker has formed a special professional group for entrepreneurs and business owners under the age of 35 in the Phoenix metropolitan area. Those generations following baby boomers are widely thought of as some of the most entrepreneurial in history. In today's economy, many young professionals are finding themselves taking the leap earlier than expected due to layoffs, or just deciding that the corporate world is just not right for them.

The group's name RE: means "rising entrepreneurs and small business owners" and plays off a popular business memo notation. They encourage their members to share business ideas, expand their networking circle, make new friends, create partnerships, and talk about opportunities and challenges that specifically affect Generation X and Y. Held mostly online, members also meet face to face at dinners held once a month. The goal is to provide networking opportunities that non- traditional online mediums might not capture.

"As a young entrepreneur, I found myself wanting to connect with others around my age that shared my mindset and understood the challenges of managing a business today. Young entrepreneurs and small business owners in my opinion are some of the most wonderfully creative, driven and independent people I know. There are a number of wonderful groups that focus on entrepreneurs or small business owners, but many are too restrictive or too general. Hopefully we are just right," says Andrea Libey, group manager and chief creative officer of The Creative Broker.

The group welcomes those who are just starting out and those who have successfully grown their business or idea. There is no fee to participate. Those interested in joining can visit www.linkedin.com and search for RE: Rising Entrepreneurs and Small Business Owners under groups, or they can email the group manager at andrea@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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