



## Public Service Announcement

October 14, 2005

### **Program for new entrepreneurs to run five Saturdays starting November 5<sup>th</sup>**

*PROGRAM GETS ENTREPRENEURS UP & RUNNING*

NEWMARKET – The York Region Small Business Enterprise Centre has arranged a training program for entrepreneurs to be offered at York Region’s Administrative Centre at 17250 Yonge St. in Newmarket.

The Up & Running BizLaunch Program will be delivered over five Saturdays starting on November 5<sup>th</sup>. Participants will receive comprehensive small business skills training, a 200-page Small Biz Manual, a BizTOOLS CD and unlimited one-to-one coaching. The cost is \$495, including taxes.

The 30-hour program trains entrepreneurs in all key areas of small business. Delivered by experienced entrepreneurs, the program avoids textbook business theory and instead will focus on real-life small business practices, including ‘bootstrap’ marketing, how to write a sound business plan, costing and pricing for profit, avoiding legal pitfalls and understanding “love capital,” which is the money one can raise from family and friends to help start a business.

For more information about this program, or to attend a session, please contact:

James Nicholson  
York Region Small Business Enterprise Centre  
(905) 830-4444, Ext. 1517  
[james.nicholson@york.ca](mailto:james.nicholson@york.ca)

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For more information about The Regional Municipality of York, the services we offer and links to our nine area municipalities, please visit our Web site at: [www.york.ca](http://www.york.ca)

Media Contact: Tim Paleczny, Corporate Communications Services, York Region  
(905) 830-4444 or (416) 297-9696, ext. 1238  
[tim.paleczny@york.ca](mailto:tim.paleczny@york.ca)