

FOR IMMEDIATE RELEASE



## **MEDIA RELEASE**

# **SIX NEW SMALL BUSINESSES LAUNCHED WITH HELP FROM STRATFORD PERTH CENTRE FOR BUSINESS**

***\$30K in Starter Company Plus Grants Aid Promising Start-ups***

*Stratford, Ontario – December 13, 2022... Today the Stratford Perth Centre for Business presented 6 grants totaling \$30,000 to local entrepreneurs within Stratford, St. Marys and Perth County. The Starter Company Plus program is funded by the Province of Ontario, and the Ministry of Economic Development, Job Creation and Trade, and delivers 2 cohorts each year. The most recent cohort completed the 6 week training program online, allowing its entrepreneurs to access business education, one-on-one coaching and professional mentorship virtually.*

### *Current Program Graduates:*

*Ana Carolina Costa Reis, **Sambelina Atelier**: Making the world a kinder place, one doll at a time, with out-of-the-ordinary, beautifully handcrafted dolls that celebrate diversity and inclusion. More info on Sambelina on Instagram and Facebook @sambelina.atelier or sambelina.atelier@gmail.com*

*Jonathan Sippel, **The Thumbnail Guy**: With a background in photography and digital design, Jonathan began creating thumbnails for friends publishing YouTube videos. The more he created, the more requests he got to create more and help YouTubers craft a design strategy. His business offers services that include thumbnail creation, consultations and coming in 2023, courses to learn how to create your own thumbnail. Learn more at [www.thumbnailguy.com](http://www.thumbnailguy.com)*

*Amanda Hohner, **Hollyhock Hair Studio**: Amanda opened Hollyhock Hair when she realized that her life as a busy mom required a more flexible work schedule. She wanted control over her hours and income, so she created Hollyhock Hair in downtown Stratford. Also, as an environmentally conscious business, she has introduced systems and products that allow her clients to contribute to saving the planet. Contact via 519-301-7055 or follow on Instagram @hollyhockhairstudio*

*Jamie Gibbings, **519 Safety**: Jamie is a certified Ministry of Labour trainer who has spent years in the training space and is taking all his experience and knowledge to create a customized program designed for small business owners. Specializing in workplace safety, HR and policy creation, Jamie's company can help you and your employees come to work in a safe and legal workspace every single day. Contact via [jamie@519safety.ca](mailto:jamie@519safety.ca)*

*Gabrielle Arkett, **Singing Nettles Herbs**: Singing Nettles Herbs is about connecting people to the plants that grow where they live, and inspiring people to work with local plants in sustainable, creative ways. Through growing and selling dried herbs and herbal products, and through educational workshops, SNH hopes to give people the tools they need to support their own personal growth and healing and get excited about medicinal plants. Contact [snettlesherbs@gmail.com](mailto:snettlesherbs@gmail.com) or @garkles on Instagram*

*Christianna Strahan, **Cricket Care**: As a certified PSW who was coming off maternity leave, she knew she wanted to be in control of her days and income, so Christianna created Cricket Care, a support service for the ill, elderly or those in need of daily assistance. She is already growing her team and plans to specialize in various areas of care. Contact via 289-251-0137 or [Cricketcare26@gmail.com](mailto:Cricketcare26@gmail.com)*

The newly launched entrepreneurs received 6 weeks of business education and mentorship on business ideation, development, marketing, financials and branding with continued mentorship and support through the Stratford Perth Centre for Business. Application process for the next cohort is open.

**Holly Mortimer, Business Advisor, Stratford Perth Centre for Business:**

*“Aside from the structured learning the Starter Company Plus program offers, the unique shared experience is also extremely important. Within the unique community of new entrepreneurs, the participants navigate the 6-week course material together and rely, not only on the program instructors but also on each other. Becoming an entrepreneur can be a lonely experience and the sense of support and community created lasts long after the program concludes.”*

**Joani Gerber, CEO, investStratford:** *“Starter Company Plus has been a flagship grant program of the Stratford Perth Centre for Business for many years and I’m extremely grateful to the Province of Ontario and the Ministry of Economic Development, Job Creation and Trade for allowing us to deliver this important business support. I look forward to following this new and inspired group of business owners as they get started and grow in our community.”*

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About the Stratford Perth Centre for Business

The Stratford Perth Centre for Business is committed to helping small business owners achieve their business goals. Operating as a department of investStratford, the Centre offers local small business support and complimentary consultation and easy access to resources, including business start-up services to support the development of new and already established small businesses. In addition to advisory services, events, seminars and training opportunities are held throughout the year to meet small business essentials. For more information visit: [stratfordperthbusiness.ca](http://stratfordperthbusiness.ca) email: [info@stratfordperthbusiness.ca](mailto:info@stratfordperthbusiness.ca) or follow on Facebook

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