

MEDIA RELEASE

Ignite Initiative Winner Announced: Local Entrepreneur Set to Take Business Idea to the Next Level

Tamworth business community backs the next generation of local entrepreneurship

Chamber Connect is proud to announce Elevara Solutions as the successful recipient of the inaugural Ignite Initiative, a new program designed to support an emerging local entrepreneur and help turn a great business idea into a sustainable and successful business.

Selected from a strong field of applicants, Evelyn Bower will receive a comprehensive support package valued at more than \$15,000, made possible through the generosity and collaboration of local businesses, sponsors and industry professionals.

Unlike a traditional grant, the Ignite Initiative provides the successful recipient with much more than financial assistance. The package brings together professional services, mentoring, business expertise, marketing support, industry connections and practical resources to help give Evelyn Bower the best possible foundation for their business journey.

The initiative was created by Chamber Connect to demonstrate what can be achieved when the local business community comes together to invest in the future of Tamworth's entrepreneurs.

Chair of Chamber Connect, Stephanie Smith, said the calibre of applicants highlighted the strength and ambition of the local business community.

"We were incredibly impressed by the quality of the applications and the passion each applicant demonstrated for their business idea. Choosing one successful recipient was certainly not an easy decision.

"The Ignite Initiative is about so much more than providing a prize. It is about creating connections, opening doors and surrounding an emerging entrepreneur with people who genuinely want to see them succeed.

"We are incredibly proud to announce Evelyn Bower as our inaugural Ignite Initiative recipient and we can't wait to see where this opportunity takes them."

Through the initiative, Evelyn Bower will have access to 12 months of mentoring and coaching with Tim Coates, Chamber membership, marketing support, financial advice providing valuable guidance and support as they work towards establishing and growing their business.

The Ignite Initiative has been made possible through the support of the Tamworth business community, with sponsors and industry partners contributing their time, expertise, products and services to build a prize package that will create a lasting impact, we would like to thank Centrepont Tamworth, JB Hi-Fi, WIN Television Sales, FM 92.9, The Northern Daily Leader, Good Year Tyre Service, Roberts + Morrow and Tim Coates

Chamber Connect hopes the Ignite Initiative will become an ongoing program that continues to identify, encourage and support emerging entrepreneurs across the Tamworth region.

Chamber Connect would like to thank all sponsors, partners and local businesses who contributed to the Ignite Initiative and helped make this opportunity possible.

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