



**FOR IMMEDIATE RELEASE**

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## **GREENSBORO PARTNERSHIP ENTREPRENEURSHIP INITIATIVE LAUNCHES WEBSITE, SCORECARD**

**January 21, 2011** – (Greensboro, NC) – The Greensboro Partnership Entrepreneurship Initiative is pleased to announce it has launched its first entrepreneurial scorecard and website to benchmark the current condition of entrepreneurial activity throughout the Greater Greensboro area.

Staff conducted an entrepreneurial climate survey, interviewed local entrepreneurs for featured stories, and researched economic indicators of local entrepreneurial activity.

“Greensboro is an excellent location for entrepreneurs to start or grow their businesses, and we wanted to make it easier for them to get connected with existing community resources,” commented Kathy Elliott, Vice President of Small Business and Entrepreneurship at the Greensboro Chamber of Commerce. “The scorecard and website provide entrepreneurs with information on accessing capital, partnering with our local colleges and universities, upcoming programming, and more. In addition, we showcase the success stories of several area entrepreneurs.”

The Greensboro Partnership Entrepreneurship Initiative's scorecard and website can be viewed by clicking on [www.greensboroentrepreneur.com](http://www.greensboroentrepreneur.com).

The Greensboro Partnership is the principal economic and community development organization in Greensboro. Through the work of its three member organizations – the Greensboro Chamber of Commerce, Action Greensboro, and Greensboro Economic Development Alliance – the Partnership works to develop a vibrant community that creates, expands, and attracts business while advancing the quality of life for all. For more information on the mission of the Greensboro Partnership, visit [www.greensboropartnership.com](http://www.greensboropartnership.com).

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