



RISING TIDE CAPITAL, INC.

BUSINESS TRAINING

CONSULTING

MICROLOANS

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Contact:

Alfa Demmellash
Founder/CEO Rising Tide Capital

201-432-4316 (Office)
617-620-2755 (Cell)
Email: info@risingtidecapital.org

A Local social-enterprise, Rising Tide Capital, follows in the footsteps of a Nobel Peace Prize winner and anti-poverty warrior by providing low-income entrepreneurs the business training they need to start & grow successful businesses!

Jersey City, NJ - As the world's spotlight shines on Nobel Peace Prize winner Muhammad Yunus, a pioneer in microfinancing, the Association for Enterprise Opportunity (AEO) notes that this important economic tool is alive and well in the United States. The concept of providing small loans to help lift people out of poverty is at work in countless communities from coast to coast. An estimated 22 million microenterprises (businesses with five or less employees) operate throughout the country. According to AEO, the only national membership association for the microenterprise development industry, microenterprises provide 18% of all private U.S. employment.

Amy Mckenna Luz, Chief Executive Officer of AEO, explains, "We see business ownership as a solution for individuals struggling to overcome poverty, find jobs, and reach financial stability. Our members are focused on teaching skills to help their clients help themselves. These small investments can make a big difference in people's lives, helping them become self-reliant and productive members of their communities." Locally, Rising Tide Capital, Inc. provides business training, consulting and access to capital through its partnership with local microlenders.

Rising Tide Capital's clients are a diverse group that consists of minorities, women, the formerly incarcerated and disadvantaged youth. Rising Tide Capital's clients first enroll in the Community Business Academy, a 40-hour intensive training workshop on how to run and manage a business. Rising Tide Capital's first Community Business Academy, sponsored by Bank of America, was launched in September, 2006. Upon graduation from the academy, clients join Club CEO where they receive one-on-one consulting, business coaching, access to technology and help polishing their business plans to apply for financing. In addition, as the first and only Trickle-Up Coordinator in New Jersey, Rising Tide Capital is able to provide small start-up grants to qualifying clients. Since its founding in 2004, Rising Tide Capital has worked with over 80 clients to help Jersey City entrepreneurs start and grow their businesses.

Among Rising Tide Capital's successful clients are day care providers, income tax preparers, Disc Jockeys, hair stylists, fashion designers, event planners and caterers. Rising Tide Capital's CEO, Alfa Demmellash points out that many entrepreneurs often use their skills to supplement their low wages. "The Community Business Academy empowers disadvantaged individuals to increase their income through entrepreneurship," said Alfa Demmellash, CEO of Rising Tide Capital. "By helping these entrepreneurs to start small businesses, we enable them to better provide for their children and their families. Also, entrepreneurship is the lifeblood of a vibrant community and brings jobs, decreases crime, and offers hope to individuals trapped between opportunity and economic hardship. We are very proud of the achievements of our clients."

Rising Tide Capital, a 501-c-3 non-profit organization, assists low and moderate-income entrepreneurs in Northern New Jersey to start and grow businesses to support themselves and their families. For more information: www.RisingTideCapital.org

