



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** February 22, 2016

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MEDIA ADVISORY: DEPUTY MAYOR GLEN AND DEPARTMENT OF SMALL BUSINESS SERVICES TO ANNOUNCE INAUGURAL CLASS OF MENTORS TO SUPPORT UNDERSERVED WOMEN ENTREPRENEURS IN NYC TUESDAY, FEBRUARY 23 AT 5:00 PM**

**NEW YORK**—On Tuesday, February 23, Deputy Mayor for Housing and Economic Development Alicia Glen and the Department of Small Business Services (SBS) Commissioner Gregg Bishop will announce the launch of the WE Connect Mentorship program, a first-of-its-kind initiative to support the need for mentorship among underserved women entrepreneurs throughout New York City. The 17 WE Connect Mentors represent successful New York City women business owners who will provide tailored advice through in-person meetings, online chats and blog posts.

The offering is part of the broader [WE NYC \(Women Entrepreneurs NYC\) initiative](#) designed to expand the economic potential of women entrepreneurs from underserved communities. The City believes that supporting women entrepreneurs not only empowers women, but also uplifts entire families and communities.

**WHAT:** Introducing Inaugural Class of WE Connect Mentors

**WHEN:** Tuesday, February 23, 2016  
5:00 PM – 7:00 PM

**WHO:** Deputy Mayor Alicia Glen  
SBS Commissioner Gregg Bishop  
SBS Assistant Commissioner Rachel Van Tosh  
Inaugural class of WE Connect Mentors

**WHERE:** Tweed Courthouse  
52 Chambers Street  
New York, NY 10007

**RSVP:** **Members of the media interested in attending must RSVP by contacting Lulu Mickelson at [lmickelson@sbs.nyc.gov](mailto:lmickelson@sbs.nyc.gov). The deadline to RSVP is February 22 at 6:00 PM.** Please include the name, contact information, media affiliation and role of the individual(s) requesting credentials.

To learn more about WE NYC, visit [nyc.gov/wenyc](http://nyc.gov/wenyc).

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