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| Library Name  Address  Phone Number  Email address  website  News Release | LIBRARY LOGO |

Media Contact:

Contact Name

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Contact email address

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| **NAME OF LIBRARY Offers Small Business Planning Tool  to Help Nurture Local Economy**  *Gale Business: Plan Builder brings together information and tools needed to support all aspects of the business development life cycle.* |

**City, State, Month, Day, 201X** – According to the U.S. Small Business Administration, as of 2018 there were 30.2 million small businesses across America that employ 58.9 million workers. This equates to almost half of the U.S. workforce. Those figures include local businesses in **NAME OF TOWN**.

Often startups and experienced business owners alike simply don’t know what kind of information they need, where to find it or how to get started. Now small businesses in **NAME OF TOWN** can take advantage of *Gale Business: Plan Builder*, an online resource, from [Gale](https://www.gale.com/), a Cengage company, that turns the complex business planning process into a guided, step-by-step experience. It can be accessed through the **NAME OF LIBRARY** website.

*Gale Business: Plan Builder* is equipped with:

* **Business Planning Tools & Templates:** Includes Lean Canvas, SWOT, Pitch Deck and more, to assist users in creating documents and other deliverables needed for starting, managing, and growing a business.
* **Intuitive Dashboard:** Shows the progress and completion of activities as it moves users through the entire business development life cycle. It even includes “Guide Me” contextual tips to assist with using the program.

For anyone who is new to small business ownership, this resource provides a gradual introduction to entrepreneurial concepts. For more seasoned business owners, the focus shifts toward activities to support the management and growth of an operation, such as getting a loan, seeking investors, buying new equipment, or opening a new facility.

**NAME OF TOWN** residents can access *Gale Business: Plan Builder* at the library, office, home or on the go. Visit the library’s website **[INSERT LINK]** to get started.

For questions or more information, please contact **LIST YOUR LIBRARY CONTACT**.

**About NAME OF LIBRARY**

**Include your library’s standard boilerplate paragraph (“About Us”).**

**About Cengage Learning and Gale**

Cengage is the education and technology company built for learners. The company serves the higher education, K-12, professional, library and workforce training markets worldwide. Gale, a Cengage company, provides libraries with original and curated content, as well as the modern research tools and technology that are crucial in connecting libraries to learning, and learners to libraries. For more than 60 years, Gale has partnered with libraries around the world to empower the discovery of knowledge and insights – where, when and how people need it. Gale has 500 employees globally with its main operations in Farmington Hills, Michigan. For more information, please visit [www.gale.com](http://www.gale.com/).