



## **FOR IMMEDIATE RELEASE**

**For additional information, please contact:**

Lori Anne Oliwa, [lorianne@weareifel.org](mailto:lorianne@weareifel.org)  
(973) 353-0611x125

### **INSTITUTE FOR ENTREPRENEURIAL LEADERSHIP RECOGNIZES STRENGTH & TENACITY OF SMALL BUSINESSES DURING NATIONAL SMALL BUSINESS WEEK**

*The Small Businesses Need Us Program Continues To Provide The Lifeline Needed To Help Struggling Small Business Owners Recover, Grow & Prosper*

**NEWARK, NJ, May 4, 2021** — The Institute For Entrepreneurial Leadership (IFEL) recognizes the indomitable spirit and perseverance of small businesses and expresses gratitude for the economic, cultural, and social contributions they make to our communities. Though the devastating effects of the COVID-19 pandemic continue to challenge businesses everywhere, National Small Business Week is a time to celebrate strength and unity.

In response to COVID-19 related closures, IFEL launched the Small Businesses Need Us program in May 2020 to provide assistance to struggling small businesses. The initiative harnesses the power of business professionals and experts who volunteer to help small businesses survive and grow. All work is done remotely through phone and video conferencing. Businesses have received critical assistance in areas such as sales, operations, marketing, social media, legal, financial management, and public relations.

“The volunteers we bring to the table through Small Businesses Need Us provide the lifeline that small enterprises need to survive and to stay afloat long enough to thrive,” stated IFEL CEO Jill Johnson. “We hope that National Small Business Week reminds everyone that small businesses are the heartbeat of our communities and are worth saving.”

For information on events, special projects and volunteer opportunities to help save small businesses, visit <https://www.smallbusinessesneedus.org/>

#### **ABOUT THE INSTITUTE FOR ENTREPRENEURIAL LEADERSHIP**

Founded in 2002, the [Institute for Entrepreneurial Leadership](https://www.weareifel.org) (IFEL) is an independent, not-for-profit organization that supports economic development through entrepreneurship. We are experts in creating and implementing small business programming in support of larger economic development objectives. Our mission is to eradicate the systemic barriers that prevent entrepreneurs of color from being able to access the knowledge, networks, and capital required for business success. Visit us at <https://www.weareifel.org>

