



**For Immediate Release:** April 23, 2015

Andy Van Valer, Managing Partner - Slingshot Scotts Valley  
[Andy@SlingshotSV.com](mailto:Andy@SlingshotSV.com)  
831-345-4557

Bryce Root, Owner - The Root Group  
[BryceRoot@RootGroupMarketing.com](mailto:BryceRoot@RootGroupMarketing.com)  
831-824-4135

**SLINGSHOT AND THE ROOT GROUP ANNOUNCE GROUND-BREAKING ADVOCACY PARTNERSHIP TO STIMULATE TRI-COUNTY SMALL BUSINESS ECONOMY**

*Partnership Debuts Slingshot to Success Marketing Series with Aptos Chamber of Commerce & Hispanic Chamber of Commerce Central Coast*

Santa Cruz, CA: Scotts Valley, CA-based Slingshot and Soquel, CA-based The Root Group have launched an innovative partnership that enables the tri-county (Santa Cruz, Monterey & San Benito) small business community to benefit from the region's premier small business advocate team of Andy Van Valer (Slingshot) and Bryce Root (The Root Group). Presented as "Slingshot to Success," Van Valer and Root have answered the call of the Central Coast region, which ranks among the top entrepreneurial areas per capita in California, by providing a comprehensive small business resource that is unprecedented in the Monterey Bay Area.

Slingshot to Success will debut their public outreach by inviting the small business community to participate in their innovative, inaugural marketing series held throughout the tri-county area, giving local, small business professionals genuine insight into the latest corporate strategies, technologies and tools available to increase the prosperity for their startups and established small businesses.

Kickoff events to Slingshot to Success series will be hosted in partnership with:

- Aptos Chamber of Commerce – [www.AptosChamber.com](http://www.AptosChamber.com)
- Hispanic Chamber of Commerce Central Coast – [www.facebook.com/HispanicChamberCC](http://www.facebook.com/HispanicChamberCC)
- Dates & locations to be announced soon

Complimenting this series, is a menu of services ranging from complete business transformations to comprehensive marketing makeovers and social media optimization, all created through listening to what Monterey Bay Area small business owners have voiced as their top business needs.

The Slingshot to Success program is based on the advocacy and passion that founders, Van Valer and Root have for deconstructing the complex terminology and formulas that large businesses and

companies possessing generous staffing and budgets typically employ. “I realized that the business strategies and tools used by large companies to grow and prosper can be used for small businesses; they just don’t know them nor that they are there,” said Slingshot’s Van Valer while affirming, “local businesses are the cornerstones of our business community and we want to provide services and tools that will help them to continue to succeed in the Monterey Bay Region.”

By directing the strategic marketing arm of the partnership, Root’s ultimate goal is to share local marketing secrets in the form of newly found skills rather than adding to business owners’ endless to-do lists. Root emphasizes, “Small business owners will now be in the driver’s seat of their marketing strategies. We’ll be breaking down corporate ‘marketing-speak’ into actionable laymen’s terms enabling business owners to take control of their marketing success.”

For more information on the formation of Slingshot to Success and its two partners, please visit either [www.SlingshotSV.com](http://www.SlingshotSV.com) or [www.RootGroupMarketing.com](http://www.RootGroupMarketing.com).

#### *About Slingshot Local*

Headquartered in Silicon Valley, Slingshot SV is dedicated to supporting small business, entrepreneurship, nonprofits, startups, local economies, by supporting the people that run them! Slingshot takes strategies large companies have access to and makes them available to the small business community. Slingshot offers; How-to Resources, Tools, Templates and even Mentors to help your *small business* succeed. For more information, visit [www.SlingshotSV.com](http://www.SlingshotSV.com).

#### *About The Root Group*

The Root Group's founder, Bryce Root, has personally orchestrated the marketing programs for the largest shopping, dining & entertainment destinations in both Santa Cruz and Monterey Counties and has now packaged these services with the help of his team of specialists to benefit the entire Central Coast business community. The Root Group provides business owners the opportunity to focus on their craft, while immersing themselves in each client’s business to create a customized and realistic marketing program that helps them reach their overall, short and long-term business goals and milestones. For more information, visit [www.RootGroupMarketing.com](http://www.RootGroupMarketing.com) or call (831) 824-4135.

###