



For Immediate Release: May12, 2015

Andy Van Valer, Managing Partner - Slingshot Scotts Valley
Andy@SlingshotSV.com
831-345-4557

Bryce Root, Owner – The Root Group
BryceRoot@RootGroupMarketing.com
831-824-4135

LOCAL SLINGSHOT TO SUCCESS ADVOCATES LOCALIZE NATIONAL SMALL BUSINESS WEEK BY AWARDING \$22,000+ MAKEOVER TO “IN THE BREADBOX” OF SANTA CRUZ, CA

Eighteen Local Slingshot to Success Business Partners Contribute to Comprehensive Business Makeover, Winner Shocked by Onsite Makeover Team & Media

Santa Cruz, CA: The Slingshot to Success small business advocacy program recently launched by both Slingshot SV and The Root Group, celebrated and localized National Small Business Week last week by asking tri-county (Santa Cruz, Monterey and San Benito Counties) small business owners to submit their entry to be considered for a complete business makeover valued at \$22,000. Businesses who entered from Scotts Valley to Monterey were anxiously waiting for today’s 11:00am announcement which ultimately broke the news that In The Breadbox of Santa Cruz, CA had won. Owner, Jenn Jenkins was shocked to see the Slingshot to Success team and accompanying media as they presented a larger than life gift card symbolizing this once in a lifetime opportunity.

The timing could not be more perfect for In The Breadbox, which currently operates as a wholesale baked goods and catering business. They are preparing to launch a consumer retail arm to their business in coordination with hosting a shared kitchen with some of our region’s top culinary artisans in their upcoming storefront. The only problem was that they didn’t have all the necessary resources, but that has now changed. Owner, Jenn Jenkins states, “I am very grateful and super excited for winning this awesome package from local businesses in our community. It is coming at the perfect time for our grand opening and to help get the word out. I'm really looking forward to working with these businesses and letting them help us grow. Our Santa Cruz community is amazing!”

Jenkins has reason to celebrate as she will be providing the region’s first certified gluten free production kitchen and retail savory bakery. The Slingshot to Success family of 18 makeover partners’ efforts will be making an impact on not only In The Breadbox, but several other local entrepreneurs who In The Breadbox is helping support through their shared kitchen and office spaces.

- Makeover updates, news and behind the scenes details will be posted on www.SlingshottoSuccess.com, www.facebook.com/SlingshotSV & www.facebook.com/TheRootGroup - #SlingshottoSuccess

The Slingshot to Success Family of Strategic Partners have contributed these business services:

- [Business with Pleasure](#) – Business printing & design service package
- [Event Santa Cruz](#) – Think Local First Radio Show advertising package plus on-air interview
- [Foxxr Internet Marketing](#) - Complete WordPress website & SEO competitive analysis
- [George Saitas](#), Professional Fine Art Photographer - Business photo portfolio
- [Metastyle Films](#) - Professional business video creation
- [Monterey County Weekly](#) – Advertising opportunity
- [Qwikon](#) – 12 month text marketing program
- [Regional Small Business Magazine](#) - Advertising opportunity
- [Register-Pajaronian](#) – Advertising opportunity
- [Rita Barber](#), Presentation Strategist - "Elevator Pitch" training session
- [The Root Group](#) - Strategic marketing makeover & monthly marketing health checkup program
- [Santa Cruz Sentinel / Monterey Herald](#) – Print & digital advertising opportunity
- [Santa Cruz Signs / Monterey Signs](#) – High value signage package
- [Santa Cruz Waves](#) - Digital advertising opportunity
- [Shirt Crafter](#) – Custom employee apparel package
- [Slingshot](#) - Complete business optimization plus social media strategy/configuration

About Slingshot to Success

The Slingshot to Success program is based on the advocacy and passion that founders, Andy Van Valer and Bryce Root have for deconstructing the complex terminology and formulas that large businesses and companies possessing generous staffing and budgets typically employ. Slingshot to Success is debuting their public outreach by inviting the small business community to participate in their innovative, inaugural marketing series held throughout the tri-county area. The Aptos Chamber of Commerce, Hispanic Chamber of Commerce Central Coast, and Scotts Valley Chamber of Commerce will host this series in coming weeks. For more information, visit www.SlingshottoSuccess.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.

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 or call (831) 824-4135.

###