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**LOCAL SLINGSHOT TO SUCCESS ADVOCATES KICK OFF NATIONAL SMALL BUSINESS WEEK BY AWARDING COMPLETE \$20,000+ CA CENTRAL COAST BUSINESS MAKEOVER**

*Sixteen Slingshot to Success Business Partners Contribute to Comprehensive Business Makeover,  
Winner to be Announced on May 12, 2015 at 11:00am*

Santa Cruz, CA: The Slingshot to Success small business advocacy program recently launched by both Slingshot and The Root Group will kick off National Small Business Week with a call for submissions asking tri-county (Santa Cruz, Monterey and San Benito Counties) small business owners to submit their official entry to be considered for a complete business makeover valued at more than \$20,000. Scotts Valley, CA-based business incubator and accelerator, Slingshot and Soquel, CA-based marketing consultancy, The Root Group and their family of business partners are showcasing their dedication to advocating for the Central Coast small business community by providing this complete business makeover to one small business owner conducting business in the tri-county region who is deemed to be most deserving of this significant boost to their business.

- Submissions can be submitted at [www.SlingshottoSuccess.com](http://www.SlingshottoSuccess.com) beginning Monday, May 4<sup>th</sup> at 12:00am through Friday, May 8, 2015 at 11:59 pm
- The winner will be announced on Tuesday May 12, 2015 at 11:00 am on [www.SlingshottoSuccess.com](http://www.SlingshottoSuccess.com), [www.facebook.com/SlingshotSV](http://www.facebook.com/SlingshotSV) & [www.facebook.com/TheRootGroup](http://www.facebook.com/TheRootGroup) - #SlingshottoSuccess & #SmallBusinessWeek

**The Slingshot to Success Family of Business Partners have contributed their business services:**

- [Business with Pleasure](#) – Business printing & design service package
- [Foxyr 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
- [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

## 2015 Slingshot to Success Business Makeover Timeline

<ul style="list-style-type: none"><li>• 5/4/15 at 12:00am – 5/8/15 at 11:59pm</li></ul>	Business Makeover submissions accepted at <a href="http://www.SlingshottoSuccess.com">www.SlingshottoSuccess.com</a>
<ul style="list-style-type: none"><li>• 5/4/15 – 5/12/15</li></ul>	Daily Facebook posts showcasing business submissions & makeover news at <a href="http://www.facebook.com/SlingshotSV">www.facebook.com/SlingshotSV</a> & <a href="http://www.facebook.com/TheRootGroup">www.facebook.com/TheRootGroup</a> - #SlingshottoSuccess & #smallbusinessweek
<ul style="list-style-type: none"><li>• 5/12/15 at 11:00 am</li></ul>	Winning business announced on <a href="http://www.SlingshottoSuccess.com">www.SlingshottoSuccess.com</a> , <a href="http://www.facebook.com/SlingshotSV">www.facebook.com/SlingshotSV</a> & <a href="http://www.facebook.com/TheRootGroup">www.facebook.com/TheRootGroup</a>

### *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](http://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](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.

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