



Media Contact: Mary Fran Riley
mfriley@accionchicago.org
312.924.2150

Accion Chicago Launches Eighth Round of Projects on *Seed Chicago's* Curated Kickstarter Page

Program Participant Hosts Launch Party to Kick-Off New Wave of Projects

****EMBARGOED UNTIL 8:00 A.M. ON APRIL 14, 2015****

CHICAGO, April 14, 2015 – The eighth round of Kickstarter projects launched today on [Seed Chicago](#), an initiative of small business lender Accion Chicago. Funded by MillerCoors, this innovative program uses Kickstarter's online crowdfunding platform to highlight local, impactful small business and community development projects that create jobs and economic growth in Chicago's neighborhoods.

In celebration of today's launch of *Seed Chicago* projects, past program participant, [Nature's Little Recyclers](#), is hosting a [launch party](#) at the Chicago Innovation Exchange from 5:00-8:00 PM tonight. Guests have the opportunity to hear from current and past program participants and have the option to make pledges to each of the projects live on the curated page.

"*Seed Chicago* has been transformative for small business support on Kickstarter. Their help in our last campaign gave us the understanding to allow us to develop our new campaign 'No More Landfills', and *Seed Chicago's* continued support has been confidence building," says Ed Hubbard of Nature's Little Recyclers. Ed and his team ran a successfully funded Kickstarter campaign on *Seed Chicago* last year and raised \$5,102 from 142 backers. They are running a second Kickstarter campaign titled "No More Landfills" that launches today.

Four new projects launched alongside Nature's Little Recyclers today in the second wave of 2015 projects to be featured on the *Seed Chicago* curated Kickstarter page. These organizations and businesses are looking to complete a specific initiative or program in their neighborhoods. There have been 28 successfully funded *Seed Chicago* projects since its creation in 2013. These projects have raised more than \$350,000 from nearly 5,000 backers and have created 70 jobs or workforce training opportunities in Chicago. Funded projects included \$6,245 raised by [Good Glass Chicago](#), a social enterprise that provides work-training to young mothers in West Garfield Park; \$11,614 raised by [LEVEL Cybercafe](#) that provides computers and connectivity to the Back of the Yards community; and \$11,774 raised by [Peter Field Custom](#) to design fashionable microfiber pocket squares.

Seed Chicago projects benefit from aggregated attention as part of a curated page, which Kickstarter notes improves success rates. *Seed Chicago* project owners receive one-on-one coaching throughout the process and receive personalized assistance in the ideation, creation, and implementation of their project from Accion. In addition, *Seed Chicago* projects have access to a variety of planning and management tools developed by Accion, as well as opportunities to collaborate with other *Seed Chicago* participants throughout the project campaigns to share ideas and lessons learned.

Seed Chicago is a direct result of the Plan for Economic Growth and Jobs, developed by WBC at the request of Mayor Rahm Emanuel in March 2012 in order to accelerate Chicago's economic growth. A central plan strategy is to nurture neighborhoods and foster continuous development of local talent, business and real estate assets. *Seed Chicago* is one of the tools the City of Chicago and WBC uses for financing businesses and organizations within Chicago neighborhoods. Learn more on the *Seed Chicago*

FAQ page or by following @AccionChicago or #SeedChicago on Twitter. To refer a business owner or community organization to the *Seed Chicago* program please contact Haley Marceau at hmarceau@accionchicago.org.

###

About Accion Chicago

Accion is a nonprofit that helps communities grow by investing in people who build businesses and generate jobs in their neighborhoods. We provide customized capital solutions and one-on-one coaching to underserved entrepreneurs in Illinois and Northwest Indiana. From a \$500 Credit Builder loan for establishing or fixing credit to a \$100,000 loan for business expansion, we have the financial tools necessary for individuals to create and expand small businesses regardless of their backgrounds and other barriers to obtaining credit. Since 1994, Accion Chicago has made nearly 4,000 loans totaling \$31 million. Accion Chicago is an independent member of the Accion U.S. Network (us.accion.org), the largest micro- and small business-lending network in the United States.

About MillerCoors

Through its diverse collection of storied breweries, MillerCoors brings American beer drinkers an unmatched selection of the highest quality beers steeped in centuries of brewing heritage. Miller Brewing Company and Coors Brewing Company offer domestic favorites such as Coors Light, Miller Lite, Miller High Life and Coors Banquet. Tenth and Blake Beer Company, our craft and import division, offers beers such as Leinenkugel's Summer Shandy from sixth-generation Jacob Leinenkugel Brewing Company and Blue Moon Belgian White from modern craft pioneer Blue Moon Brewing Company, which celebrates its 20th Anniversary this year. Tenth and Blake also operates Crispin Cidery, an artisanal maker of pear and apple ciders using fresh-pressed American juice. The company imports world-renowned beers such as Italy's Peroni Nastro Azzurro, the Czech Republic's Pilsner Urquell and the Netherlands' Grolsch. MillerCoors also offers pioneering new brands such as the Redd's franchise, Redd's Wicked and Smith & Forge Hard Cider. MillerCoors seeks to become America's best beer company through an uncompromising promise of quality, a keen focus on innovation and a deep commitment to sustainability. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company. Learn more at MillerCoors.com, at facebook.com/MillerCoors or on Twitter through @MillerCoors.