

**Media Release**

For Immediate Release

## **Greater Sudbury Chamber of Commerce launches Mentorship Program for business community**

***Small and medium enterprises may access variety of expertise at no charge***

(Greater Sudbury, May 4, 2010) – The Greater Sudbury Chamber of Commerce (GSCC) has launched a new service aimed at providing small and medium-sized businesses and entrepreneurs in the community an opportunity to access sector specific experience and advice.

“We are delighted to offer this service to the community,” said Debbi Nicholson, President and CEO of the GSCC. “Since many business owners often are hesitant to dedicate money or time for professional advice, we thought it would be worthwhile to develop a program that would expose business owners to that service while respecting their schedules and budgets.”

The Business to Business Mentorship Program will match a skilled, experienced business person (mentor) with someone who is starting their business or who is considering expansion or new initiatives (mentee). The mentor will then provide limited assistance sharing their expertise, experience and advice.

Individuals experienced in the following fields are available to act as mentors in the fields of accounting, finance, legal, marketing, advertising, human resource management and sales among others.

Mentees will complete application form to participate in the program and mentors will commit to provide one hour of consultation to the mentee at no charge for their services. Arrangements for any participation or commitment following that hour are at the discretion of the two individuals.

The Regional Business Centre assisted the GSCC in identifying potential candidates for the role of mentor.

“Depending on the success of the program, this may become a permanent service,” concluded Nicholson.

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**For more information, contact:**

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*The **Greater Sudbury Chamber of Commerce** represents over 1,000 businesses and through the participation of its member volunteers on committees and task forces, acts as the ‘Voice of Business’ to influence federal, provincial and local legislation affecting business.*