

December 1, 2010

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START-UP BUSINESS OF THE YEAR RECOGNIZED

BRAMPTON, ON: Brampton's Start-Up Business of the Year (SUBY) was awarded yesterday by the City of Brampton's Small Business Enterprise Centre (SBEC). Claudette Clarke, founder of *Balloon Décor and More*, specializing in balloon decorating for a variety of social events, was recognized during SBEC's Annual Volunteer Appreciation celebrations.

The purpose of the SUBY is to bring recognition to new small business owners in Brampton who have prepared thoroughly for their venture. As the winner of the SUBY, *Balloon Décor and More* receives a \$1,500 cash prize from title sponsor Scotiabank as well as marketing services from Smartworx with a value of \$1,000.

"With so many outstanding submissions, it is very encouraging to see that the entrepreneurial spirit is alive and well in the City of Brampton," says Mayor Susan Fennell. "Congratulations to the owners of *Balloon Décor and More* for their business savvy in promoting this colourful venture,"

Second place winner, Glen Varley of *Dangerous Goods Management Service*, won a \$500 cash prize from Scotiabank as well as \$1,500 in business services from Smartworx. Third place winner Crystal McCoy of *Essential Massage and Wellness* also won \$500 from Scotiabank. The Brampton Board of Trade and Brampton Business Executive Suites also contributed prizes for the runners up.

The winner is selected from nominations submitted to the Enterprise Centre and is judged by local business professionals and staff from the City's Economic Development Office. To be eligible for a SUBY, a business must:

- have launched in the last 18 months
- be Brampton-based (home office, commercial or industrial location)
- not be a franchise or purchased business
- have 10 or fewer employees

For more information about *Balloon Décor and More*, visit www.balloondecorandmore.com

It is hoped that the SUBY Awards will encourage more participation in the "Emerging Business" category of Brampton Outstanding Business Achievement Awards. For more information about the Enterprise Centre visit www.brampton-business.com.

About Brampton: The 11th largest city in Canada, Brampton has a successful, well-diversified economy and is home to more than 8,000 businesses. The City continues to retain a Triple 'A' credit rating by Standard & Poor's, reflecting its successful economy and debt-free position. Brampton celebrates its diverse population that represents people from more than 175 distinct ethnic backgrounds who speak more than 70 different languages. Offering more than 6,000 acres of parkland, Brampton takes pride in being known as the Flower City of Canada.

Brampton has been designated as an International Safe Community by the World Health Organization. For more information visit www.brampton.ca

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Media Contact:

Gordon Smith
Manager, Media Communications
City of Brampton
Phone: (905) 874-3426
gordon.smith@brampton.ca