

Invest Newark, Audible and Newark Venture Partners Launch Small Business Guidance Program

New virtual consulting initiative will be accessible through InvestNewark.org which will also feature a procurement portal and small business directory

Newark, NJ (April 13, 2020) -- Invest Newark, Newark's Economic Development Corporation, today announced a partnership with Audible and Newark Venture Partners to provide business owners with access to free virtual guidance to help them navigate the economic challenges associated with the COVID-19 pandemic.

The new website will also feature a business portal and business directory to galvanize Newark Mayor Ras J. Baraka's "Buy Local" initiative. The [business procurement portal](#) centralizes private and public procurement opportunities, which allows large corporate and government interests to offer bidding opportunities to Newark's small business community. The [Newark Business Directory](#) will boost the exposure and digital footprint of Newark-based businesses while limiting their marketing costs.

"The new website - InvestNewark.org – will provide critical resources for small businesses to generate jobs and create wealth for the citizens of Newark." said **Bernel Hall, President & Chief Executive Officer of Invest Newark**. "Whether it's helping small businesses secure new contracts or capital, Invest Newark works with our public and private partners to give Newark businesses the resources necessary to meet the demands of the current economy.

"The City of Newark's efforts are invested in a coordinated response to the challenges presented by this coronavirus pandemic," said **Mayor Ras J. Baraka**. "Public and private partners are working together to ensure the overall well-being of Newark businesses and residents. Through numerous initiatives, such as the collaboration with Audible and Newark Venture Partners, we are committed to providing Newark businesses with the tools necessary to sustain economic growth in the midst of unforeseen circumstances."

"Small businesses are the heart of Newark's diverse economy, so as they face the repercussions of COVID-19, it is crucial that the City bands together to make sure they receive financial and technical support," said **Allison Ladd, Chairwoman of Invest Newark and City of Newark's Deputy Mayor for Economic and Housing Development**.

In collaboration with Audible and Newark Venture Partners (NVP), Invest Newark will assist Newark-based businesses in obtaining Federal, State and local COVID-19 funding. Free support will be offered to business owners on how best to access relief funding amid related economic challenges.

"I'm proud to join forces with Newark Venture Partners and Invest Newark to protect the financial health of small businesses, which are integral to weaving together the tapestry of this great city," said Don Katz, Audible founder and Executive Chairman. "We hope the expertise of our dedicated coaches can help them manage through this historic crisis and access the relief they need to sustain jobs and revenue to the benefit of all Newarkers."