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**New Effort Launched to Help Small Business Owners in Colorado
SmallBizLending.org Will Be a One-stop Resource to Find Financing
Colorado Bankers Spearhead Coalition to Create Jobs and Spur Economy**

DENVER, Colo. – Feb. 29, 2012 – Colorado's banking industry, along with public, private and nonprofit lending institutions, today announced SmallBizLending.org: Let's Talk Small Business, an effort to help small business owners in Colorado secure financing in order to grow their companies, create jobs and spur the economy.

“Small businesses can succeed when supported with education, mentors and capital,” said Don Childears, president and CEO of Colorado Bankers Association (CBA), which represents more than 90 percent of the \$100 billion in bank assets in Colorado. “SmallBizLending.org brings together these resources.”

Entrepreneurs and small-business owners visiting the website will find a Colorado Lenders Grid, which describes a range of public and non-profit lending options. They will also find a Lending Process flowchart and resources that describe the preparation that borrowers need to do *before* they seek funding, a description of the lending process, and strategies to pursue if they don't get funded at first.

“I wish I had this website when I started,” said Brandi Paik, 29, co-founder of CandyGrind, a Denver-based action sports apparel company that launched in 2007. CandyGrind, which employs three people and six commission-based sales representatives, distributes its merchandise in more than 30 states, as well as internationally. Paik's company received bank financing, as well as funding from the Colorado Enterprise Fund and the Denver Office of Economic Development.

“The City of Denver's economic development strategy, JumpStart 2012, recognizes that access to capital is one of the greatest challenges facing our small businesses,” said Paul Washington, executive director of the Denver Office of Economic Development. “We applaud the CBA for initiating this campaign to strengthen our small business community.”

A full list of organizations supporting the SmallBizLending.org initiative may be found on the following page. The link to all of the CBA member banks is available on that website and at www.coloradobankers.org.

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