



## NEWS RELEASE

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### **GrowBiz Media and SmallBizDaily.com CEO Rieva Lesonsky to Engage Pittsburgh Entrepreneurs in September #SmallBizPgh TweetChat**

PITTSBURGH – Los Angeles-based entrepreneur, speaker and small business expert, Rieva Lesonsky ([@Rieva](https://twitter.com/Rieva)) will provide insights and answers to questions from Pittsburgh-area small business owners via Twitter in Building Bridges for Business' ([@bridges4biz](https://twitter.com/bridges4biz)) monthly TweetChat on September 18 at 7 PM EDT.

Lesonsky, who is co-founder and CEO of GrowBiz Media and SmallBizDaily.com and served as the editorial director at *Entrepreneur* magazine for over 20 years, will offer information and resources on securing capital, networking, marketing strategies and women's entrepreneurship in a free one-hour online event. Her expertise on the subject has led to frequent national media appearances, such as the Today Show, Good Morning America, CNN, Fox Business News, The Martha Stewart Show and Oprah.

"Rieva has made small business her business," said Linda Handley, founder, Building Bridges for Business. "Through her career as a small business writer and editor and also as an entrepreneur, she has demonstrated a passion for small business success. We look forward to working in conjunction with her to provide our local small business owners with valuable insights that will help them ignite further success for themselves."

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The virtual event, which is aimed at providing valuable, free resources for small business owners, will feature Lesonsky, who will answer a set of questions from Building Bridges for Business and other questions posed by entrepreneurs from the region and can be followed live using hashtag [#smallbizpgh](#) on either [twebevent.com](#) or [tweetchat.com](#).

The TweetChat will be presented by Building Bridges for Business, as well as its partners, including Allegheny County, the City of Pittsburgh Mayor's Office, Duquesne University Small Business Development Center and the Center for Women's Entrepreneurship at Chatham University.

For more on the event, visit Building Bridges for Business' homepage at [www.buildingbridgesforbusiness.org](#), follow Building Bridges for Business ([@bridges4biz](#)) on Twitter or contact Building Bridges for Business by e-mailing [info@buildingbridgesforbusiness.org](#).

## **ABOUT BUILDING BRIDGES FOR BUSINESS**

Based in Pittsburgh, Pa., Building Bridges for Business aims at empowering and educating the region's small business leaders by providing resources to start, manage, grow and promote their businesses.

Since its inception in November 2010, the organization has hosted three sold out events, featuring prominent keynote speakers, such as Dr. Winslow Sargeant, who is President Obama's main adviser from the Small Business Administration. In addition to live events, Building Bridges for Business launched Pittsburgh's first-ever small business TweetChat.

## **ABOUT RIEVA LESONSKY**



Rieva Lesonsky, founder and CEO of GrowBiz Media, is a widely recognized small-business expert and author of the bestselling book *Start Your Own Business*. Former Editorial Director of *Entrepreneur* Magazine, Rieva has been meeting with, consulting to and speaking to America's SMBs—and the big corporations that want to reach them—for over 25 years. This experience has given her an inside perspective on what entrepreneurs want, how to connect with them, and how to help them grow successful businesses. Rieva has worked with B-to-B marketers including American Express, Dell, State Farm and many others, and with organizations including ASBDC, SCORE and the SBA, to market to and educate entrepreneurs. She is nationally renowned small business speaker who has appeared on the Today Show, Good Morning America, CNN, Fox Business News, The Martha Stewart Show and Oprah.

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