

**FOR IMMEDIATE RELEASE**  
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**CONTACT:** Danielle Moser  
COO  
Phone: 206-324-4330  
Email:

[daniellem@BusinessImpactNW.org](mailto:daniellem@BusinessImpactNW.org)

### **Business Impact NW and Intentionalist Partner to Elevate Support for Local Small Businesses**

**Seattle, WA, 2019** – Business Impact NW, the biggest SBA microloan provider in Washington State, and Intentionalist, the leading online resource for finding diverse-owned small businesses in Seattle, are excited to announce a new partnership that will increase support of local small businesses. Both organizations are passionate about serving small ventures owned by individuals and families from marginalized communities. Including women, people of color, veterans, immigrants, refugees, people with different abilities, and the LGBTQ+ community. Their shared values of cultivating economic opportunity and community connection led the organizations to combine their networks of diverse-owned small businesses on Intentionalist’s robust online directory.

“Our goal is to be a resource for small businesses – all of them,” said Joe Sky-Tucker, Business Impact NW’s President & CEO. “By partnering with Intentionalist, Business Impact NW is increasing the financial support of the local small businesses that create economic vitality within their neighborhoods”

“At Intentionalist, we believe in showing up for the local businesses at the heart of our communities,” said Intentionalist founder and CEO, Laura Clise. “We’re excited to complement the technical and financial assistance Business Impact NW provides to its clients. Our online directory, guides, and events make it easy for consumers to ‘Spend Like It Matters’ and support local small businesses and the diverse people behind them.”

“Business Impact NW and Intentionalist are two of my favorite organizations, and I’m excited about their partnership,” said Chera Amlag, co-owner of Hood Famous Bakeshop. “Our business has benefited from their support. I look forward to seeing how their wide and diverse networks will help small businesses through resource sharing and most importantly, community building.”

On November 30th, Small Business Saturday, Intentionalist and Business Impact NW will partner on a special promotion. Participants who #SpendLikeItMatters at two or more business on the Intentionalist site will receive an Intentionalist Gift Card to continue the cycle of small business support. Also, on Small Business Saturday, Intentionalist founder and CEO, Laura Clise, will be visiting businesses currently supported by both organizations.

Small businesses strengthen communities, and [Business Impact NW](#) and [Intentionalist](#) share a mission to support local underrepresented businesses that contribute to the identity and vibrancy of our communities. Follow Business Impact NW and Intentionalist on social media for notifications about the upcoming #SpendLikeItMatters promotion on Small Business Saturday.

#### **About Business Impact NW:**

Business Impact NW is a community lender and nonprofit dedicated to economic development. We provide coaching, classes and access to capital to small businesses, with a focus on historically underserved populations including communities of color, women, veterans, immigrants, refugees, LGBTQ+ and low-income entrepreneurs in the Pacific Northwest. Our mission is to grow businesses that

create jobs in underserved communities while promoting long-term positive economic change. Business Impact NW is located in Seattle, WA and offers technical assistance in Washington State, Oregon, Idaho and Alaska through the Washington Women's Business Center and the Veterans Business Outreach Center. Our loan department offers lending services in Washington State and Oregon. To learn more about our services or to make a donation, visit [www.businessimpactnw.org](http://www.businessimpactnw.org). You can also contact Megan Torgerson, Communications Officer, 206.324.4330, [megant@businessimpactnw.org](mailto:megant@businessimpactnw.org)

About Intentionalist:

At Intentionalist, we believe that where we spend our money matters. Our online platform connects consumers to local businesses in addition to the diverse people behind them. Through our directory, guides, and events, we make it easier to #SpendLikeItMatters. We make it easier to support small businesses owned by women, people of color, veterans, families, members of the LGBTQ community, and differently abled people. We build more vibrant, inclusive communities by helping consumers be more intentional about where they eat, drink, and shop. Intentionalist is a social enterprise based in Seattle, WA. To support local businesses in your community so visit [www.intentionalist.com](http://www.intentionalist.com).

Business Impact NW Contact:

Megan Torgerson  
[megant@businessimpactnw.org](mailto:megant@businessimpactnw.org)  
206.324.4330 o / 406.480.5591 c

Intentionalist Contact:

Ashley Sevilla  
[asevill@sevillco.com](mailto:asevill@sevillco.com)  
360.350.9630

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