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## MEDIA RELEASE

# INVESTSTRATFORD AND STRATFORD PUBLIC LIBRARY PARTNER TO PROVIDE FREE ONLINE BUSINESS COURSE

*Stratford Library Card Holders Can Access Business Course for Free*

Stratford, Ontario – October 21, 2024... In honour of Small Business Week, investStratford and the Stratford Perth Centre for Business are partnering with the Stratford Public Library to provide all library card holders free registration to an online Small Business course. The course, entitled “Get Found Online: Actionable Strategies and Tips for Local Small Businesses” normally costs \$59 but all Stratford library card holders will be given free access starting October 21, 2024. Stratford library card holders can visit the library in person to obtain their unique access code, which will allow them to register for the course free of charge.

The virtual course focuses on how small businesses can create and maintain a strong online presence. The interactive online workshop provides tools and strategies to attract new customers and grow existing businesses. Registration for business course opens today. Please visit the course via this [link](#).

### Quotes:

**Holly Mortimer, Business Advisor, Stratford Perth Centre for Business:** *"In today's digitally-focused economy, having a strong online presence is essential for any small business. We're thrilled to partner with the Stratford Public Library to offer this valuable course to library card holders at no cost. 'Get Found Online' equips local entrepreneurs with actionable strategies to attract new customers and grow their businesses in the digital space."*

**Krista Robinson, CEO Stratford Public Library:** *"We're excited to partner with investStratford and the Stratford Perth Centre for Business to offer our library card holders this invaluable opportunity. As small businesses play a crucial role in our community's economy, this course will empower them with the knowledge and tools needed to enhance their online presence and thrive in today's digital landscape. We believe that investing in our local entrepreneurs is key to fostering growth and innovation in Stratford."*

***The Stratford Perth Centre for Business operates as a department of investStratford in partnership with the Ministry of Economic Development, Job Creation and Trade.***

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### About the Stratford-Perth Centre for Business

The Stratford Perth Centre for Business is committed to helping small business owners achieve their business goals. The Centre offers local small business support and complimentary consultation and easy access to resources, including business start-up services to support the development of new and already established small businesses. <https://www.stratfordperthbusiness.ca>

### About the Stratford Public Library

The Stratford Public Library (SPL) is located at 19 St. Andrew Street in Stratford, and is housed in a beautiful 1903 Carnegie building. The SPL provides library service to residents of the City of Stratford and Perth County. <https://splibrary.ca/>

### About investStratford:

investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education, and industry. Globally Connected | Community Driven [www.investStratford.com](http://www.investStratford.com)

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