



## Saugeen Connects launches 40 new summer businesses

NEUSTADT, West Grey, Ontario —

This summer, 40 new businesses will start-up thanks to the support of Saugeen Connects, an economic development partnership that includes Brockton, Hanover, Minto, Wellington North, West Grey and the Saugeen Economic Development Corporation (SEDC). Students from Grades 6 to 12 who successfully pitched their ideas to the Saugeen Connects team under the Saugeen Student Start-up Program (SSUP) will receive start-up funding and extensive training as they operate their own businesses this summer.

“The goal of the Student Start Up Program is to ignite the spirit of entrepreneurship in our local youth,” said Rose Austin, General Manager, SEDC. “We were extremely pleased with the quantity – and quality – of the respondents and are thrilled to provide the seed funding and workshop training necessary for these young entrepreneurs to see success.”

SSUP is a funding program aimed at school-aged youth in the Saugeen Connects catchment area. Originally launched in Norfolk County in 2016, SSUP has seen over 200 student entrepreneurs try their hand at self-employment. The Saugeen SSUP includes a meet-and-greet with sponsors, workshop training, start-up funding and an opportunity to earn bonus cash through active participation in SSUP initiatives. In addition to a grant from the Rural Economic Development fund through the provincial Ministry of Rural Affairs, the member municipalities acquired private-sector sponsors to contribute to the funding for SSUP.

The summer companies include various businesses within the agricultural, retail, service, manufacturing and educational sectors, plus many more innovative concepts. Watch for these businesses in action this summer and follow #saugeenssup.

A great big note of thanks goes to the following who signed on as sponsors:

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West Grey Durham Lions Club

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