



---

**FOR IMMEDIATE RELEASE**

## **NEW ROCHELLE LAUNCHES THE ACCELERATION PROJECT PILOT**

### ***Unique Program Gives Five Local Entrepreneurs Access to Expert Business Consulting Services***

**NEW ROCHELLE, NY (5/21/19)** -- As part of its revitalization efforts, the City of New Rochelle has launched a unique economic development program to provide local businesses with access to consulting services to fuel their growth and success.

Partnering with The Acceleration Project (TAP), the city is piloting an effort to address the many challenges faced by entrepreneurs, including those related to marketing, financial management, operations, and time management. TAP consultants will provide four to five months of strategic advisory services to those business owners selected to participate in the project, which is being funded by the City of New Rochelle Corporation for Local Development.

According to New Rochelle Commissioner of Development Luiz Aragon, “Having a variety of successful businesses is key to a thriving city. This unique initiative illustrates our commitment to actively supporting the development of a vibrant and diverse New Rochelle. We continually search for innovative ways to improve the business environment and city’s quality of life, with assistance from partners in both the private and public sector.” He continued, “Our collaboration with TAP is another step in these efforts. We are extremely fortunate to be able to partner with a mission-driven, expert consulting firm of TAP’s caliber.”

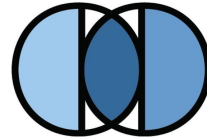
Five businesses from New Rochelle’s downtown were selected to participate in the pilot program, based on criteria such as growth potential, opportunities for job creation, and diverse industry representation. They are Patrias, a Spanish and Peruvian tapas restaurant; Encore Esports, the only esports facility in Westchester; Hand Crafted Catering and Events, a full-service catering company; CrossFit POP, a fitness training facility offering CrossFit classes, personal training, and athletic training programs; and The Curtain Shop, a window treatment and home decor store.

TAP participant, Lisselly Brito, co-founder and executive chef of Hand Crafted Catering and Events, stated, “We’re really grateful to have been given this opportunity to work with TAP. We know our consultants’ advice will be key to the successful launch of our new location in New Rochelle.”

**CONTACT:**     **Kathy Gilwit**    |    **914-654-2117**    |    [kgilwit@newrochelleny.com](mailto:kgilwit@newrochelleny.com)  
                     **Laura Halligan**   |    **914-589-7785**    |    [laurah@theaccelerationproject.org](mailto:laurah@theaccelerationproject.org)



NEW ROCHELLE  
IDEALLY YOURS



THE  
ACCELERATION  
PROJECT

In discussing TAP's role, TAP CEO Jane Veron stated, "TAP is committed to supporting the vitality of local economies by keeping small business thriving, and we are thrilled to assist the New Rochelle Department of Development in its efforts." She continued, "Our consultants will work with these business owners to identify and prioritize their goals, and will use customized TAP tools to address immediate business needs. They also will create a structured, results-oriented, tactical and time-bound action plan to help guide each business for up to three years post-project."

CONTACT: Kathy Gilwit | 914-654-2117 | [kgilwit@newrochelleny.com](mailto:kgilwit@newrochelleny.com)  
Laura Halligan | 914-589-7785 | [laurah@theaccelerationproject.org](mailto:laurah@theaccelerationproject.org)