

## PRESS RELEASE

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FOR IMMEDIATE RELEASE

## CATALYST CENTER TO ANNOUNCE MAJOR EXPANSION

**Huntsville, AL** - The Catalyst Center for Business & Entrepreneurship announced a major expansion into Central Alabama at its first live event of 2021 Strong Coffee Strong Women on Thursday, May 27, 2021, at The View at Burritt on the Mountain.

The Catalyst Center revealed its latest award --- [the Small Business Association Women's Business Center Grant](#). This award will facilitate the opening of the first Regional Economic Assistance for Communicating Hope (REACH) Catalyst Women's Business Center in Central Alabama – to be located in Clanton. The REACH WBC will support small businesses in every stage of business and expand The Catalyst's impact in our state.

"Over the past several months, The Catalyst's Huntsville based Women's Business Center, and the 7(j) Technical and Management Project has provided aid to North Alabama and across the nation to innovative and determined entrepreneurs, allowing countless small business owners to pivot with confidence to stay afloat during the pandemic," said Lisa Mays, Chief Executive Officer for The Catalyst.

The success of Huntsville's Women's Business Center was integral in obtaining this grant, part of the Small Business Association's most significant expansion of [Women's Business Centers](#) in 30 years. With 20 locations opening across America, The Catalyst Center is proud to bring one of these centers to Alabama.

"Together with the Small Business Administration, we chose Clanton as a central location to leverage our ability to partner with area organizations and provide our programs and services to rural , and traditionally underserved communities throughout Central Alabama." Mays said, "We are excited to create new collaborative partnerships within Central Alabama's entrepreneurial ecosystem and look forward to serving more Alabama small businesses through The Catalyst's REACH Women's Business Center."

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### About The Catalyst

The Catalyst Center serves entrepreneurs and small business owners in Alabama and the greater region in every stage of business. Headquartered in Huntsville, Alabama, the 501(c)(3) aims to provide best-in-class coaching, in-demand services, and relevant programs to foster small businesses' success. Tailored programs are available for women, veterans, government contractors, and IT and technology ventures. For more information, go to [catalystcenter.org](http://catalystcenter.org).

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