



**THE
ACCELERATION
PROJECT**



FOR IMMEDIATE RELEASE (05/10/22)

TAP AND SAMCEDA TO AWARD PROMISING SAN MATEO COUNTY “WOMEN IN FOOD”

SAN MATEO, CA (05/10/2022) -- The Acceleration Project (TAP) and San Mateo Economic Development Association (SAMCEDA) are partnering to launch the Women In Food Bootcamp program, a unique economic development program to provide local businesses with high-impact strategic, financial, operational and marketing support to fuel their growth and thereby strengthen the local San Mateo economy.

TAP and SAMCEDA will award 10 Women in Food small business owners access to TAP's business-building Bootcamp program. TAP's highly-skilled and experienced consultants will work one-on-one with selected businesses. They will serve as trusted advisors, providing business coaching, mentorship, customized tools and a game plan to position the businesses for success.

“Small business owners have been hit hard by the past two years of the COVID-19 pandemic, especially restaurants and food-related operators subjected to multiple shutdowns. TAP’s focus on women-owned businesses in the food industry will provide another small business consulting resource for female entrepreneurs looking to thrive after surviving the pandemic’s financial impacts. SAMCEDA is happy to support the launch of TAP’s program in San Mateo County.” said Rosanne Foust, President and CEO of SAMCEDA.

“We are thrilled to partner with SAMCEDA to further TAP’s mission to fuel local economic development. It is with their support that we will be able to reach so many San Mateo County small businesses and provide them with the resources they need to reach their full potential,” said Jane Veron, CEO of TAP.

The [online application](https://www.tfaforms.com/4976402) opens on May 12, 2022 and can be accessed at <https://www.tfaforms.com/4976402>. Submissions will be accepted on a first come, first serve basis until June 30, 2022.

TAP will make every reasonable effort to encourage the participation of non-English speaking persons, limited English proficiency persons and persons with disabilities. Any individual requiring reasonable accommodation or assistance in Spanish, Chinese or Tagalog in order to participate in the

CONTACT: WIF@theaccelerationproject.org



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program should contact us at WIF@theaccelerationproject.org as soon as possible to make arrangements.

TAP is a female-founded, female-led nonprofit that is laser focused on creating a more equitable economy by delivering high-caliber and impactful services to under-resourced small businesses. Structured as a 501(c)(3) with an extremely lean infrastructure, TAP is supported by grants and donations that enable clients to be served at a cost well below market. To learn more, visit theaccelerationproject.org.

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