



FOR IMMEDIATE RELEASE

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Wells Fargo and the United States Hispanic Chamber of Commerce Announce Expansion of Innovative Small Business Accelerator Program to 5 New Markets including Atlanta, GA

Atlanta, GA.- Atlanta has been selected as one of five new cities (and seven overall) to participate in the **Avanzar** Small Business Accelerator Program, a United States Hispanic Chamber of Commerce (USHCC) and Wells Fargo project designed for Hispanic small businesses that are ready to take their businesses to the next level. The Georgia Hispanic Chamber of Commerce (GHCC) will be the operating partner on the program in Georgia.

Other cities selected to participate for the first time are Los Angeles (Los Angeles Latino Chamber of Commerce), Las Vegas (Latin Chamber of Commerce of Las Vegas Nevada), Phoenix (Arizona Hispanic Chamber of Commerce) and Orlando (Hispanic Chamber of Commerce of Metro Orlando & Prospera).

Avanzar began as a pilot program in Charlotte, N.C. (Latin American Chamber of Commerce of Charlotte) and Albuquerque, N.M. (Albuquerque Hispano Chamber of Commerce) and is being expanded to include a total of seven cities.

In the eight-month program, Latina and Latino entrepreneurs will participate in courses to help develop business plans, strategy, and the leadership skills needed to scale their small businesses. Course topics include building financial plans, streamlining operations, lowering expenses, marketing, leveraging social media, and obtaining access to capital for each business. Subject matter experts from founding sponsor Wells Fargo will provide the access to capital training.

The curriculum likely will include timely topics such as holding virtual meetings and webinars (Zoom, etc.), crisis management, reintegrating into the economy and building long-term strategies.

“Now more than ever, we need a program like Avanzar,” said Santiago Marquez, President and CEO of the GHCC. “We need to help our members navigate this economic crisis and help their businesses recover and grow.”

“We are very excited to expand Avanzar to five new cities thanks to the support from Regina Heyward, on behalf of Wells Fargo, and the great results from our first pilot thanks to Rocio Gonzalez, president and CEO of the Latin American Chamber of Commerce of Charlotte and Ernie C’De Baca, president and CEO of the Albuquerque Hispano Chamber of Commerce,” said Ramiro A. Cavazos, USHCC President and CEO. “Wells Fargo’s investment in Avanzar proves their commitment to helping support Latina and Latino entrepreneurs, America’s fastest growing business group, and our Hispanic Chambers across the country.”

For more information about *Avanzar*, please contact the GHCC at avanzar@ghcc.org or go to <https://ghcc.org/avanzar/>

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About the GHCC

Established in 1984, the GHCC’s primary focus is on business formation, business growth and education and access to resources as well as civic and leadership development and engagement. It serves entrepreneurs and business owners through consultations, workshops, and seminars. With over 1,300 members, the GHCC is one of the largest Hispanic Chambers in the country and can be found at www.ghcc.org

About Wells Fargo

Wells Fargo & Company (NYSE: WFC) is a diversified, community-based financial services company with \$1.98 trillion in assets. Wells Fargo’s vision is to satisfy our customers’ financial needs and help them succeed financially. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, investment and mortgage products and services, as well as consumer and commercial finance, through 7,400 locations, more than 13,000 ATMs, the internet (wellsfargo.com) and mobile banking, and has offices in 31 countries and territories to support customers who conduct business in the global economy. With approximately 263,000 team members, Wells Fargo serves one in three households in the United States. Wells Fargo & Company was ranked No. 29 on Fortune’s 2019 rankings of America’s largest corporations. News, insights and perspectives from Wells Fargo are also available at [Wells Fargo Stories](#).

About the USHCC

The USHCC actively promotes the economic growth, development, and interests of more than 4.37 million Hispanic-owned businesses, that combined, contribute over \$700 billion to the American economy every year. It also advocates on behalf of 260 major American corporations and serves as the umbrella organization for more than

200 local chambers and business associations nationwide. For more information, please visit ushcc.com. Follow us on Twitter @USHCC