FOR IMMEDIATE RELEASE

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Empowering Hispanic Georgians Through Mobile Digital Revolution Initiative

The AT&T Foundation & the Community Foundation of Northeast Georgia finance the Georgia Hispanic Chamber of Commerce through the Hispanic Business Center and Launch Free Certified Digital Marketing Course in Macon.

The GHCC Hispanic Business Center (HBC), the educational arm of the Georgia Hispanic Chamber of Commerce (GHCC), takes steps in preparing business owners within the Hispanic community to navigate the “Mobile Digital Revolution.” Revolución Digital Movil is an initiative designed to increase the access of the Georgia Hispanic small business community to equitable economic growth by teaching business owners the necessary skills to thrive in the new digital economy. The mobile aspect of this initiative will provide the flexibility to take the digital skills classes to small business owners within community-based organizations through a mobile computer lab.

We are excited to partner with the Greater Macon Chamber of Commerce to launch this initiative at the SparkMacon Startup Space, where 15 Hispanic business owners and/or their employees will have the opportunity to use the mobile computer lab and participate in digital marketing certification classes.

These classes will include how to understand algorithms in social media marketing, how to position your business for maximum visibility, and how to create valuable content attracting the right consumers. In addition, the participants will get instruction on digital strategy, how to maximize WhatsApp Business as a sales tool and learn how to effectively use the various platforms available today in technology.

About Georgia Hispanic Chamber of Commerce (GHCC):

Established in 1984, the GHCC is focused on advancing business formation, growth, and economic impact for Hispanics statewide through access to resources, education, and programming, as well as serving as an advocate for the community in all areas of business and government.

About GHCC Hispanic Business Center (HBC):

The HBC is a 501(c)(3) tax-deductible nonprofit organization and a subsidiary and the educational arm of the GHCC. The HBC is dedicated to economically empowering Hispanic businesses in Georgia by helping them strengthen their business & accelerate their growth through business education, consultation/mentoring, and access to resources.