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Issue Media Group and Launch NY Introduce New Digital Magazine Dedicated to Entrepreneurship

With partners the City of Buffalo, Excelsior Growth Fund, M&T Bank, PathStone, New York State Energy Research and Development Authority (NYSERDA), John R. Oishei Foundation, and Westminster Economic Development Initiative (WEDI).

BUFFALO, May 24, 2017-- Issue Media Group, in partnership with Launch NY, announced the launch of Upstart NY, a new digital magazine and website devoted to entrepreneurship in the Buffalo and upstate New York region. Additional partners include the City of Buffalo, Excelsior Growth Fund, M&T Bank, PathStone, New York State Energy Research and Development Authority (NYSERDA), John R. Oishei Foundation, and Westminster Economic Development Initiative (WEDI).

Upstart NY (<http://www.upstartny.org/>) is the first online publication dedicated to featuring the entrepreneurial activities that are transforming Western New York. The community-wide site is designed to benefit both local and out-of-town readers who are eager to engage in the new developments in the region whether directly as entrepreneurs, investors or service providers or indirectly as media partners, policymakers or area boosters.

Upstart NY showcases the entrepreneurs and resource organizations who are constructing the narrative of what's next in Buffalo's new economy, from high-growth companies to grassroots startups. It highlights businesses driven by local founders with great potential for creating the next generation of jobs for the region. Additionally, the site features a wide range of tools including personalized news, a comprehensive visual directory of growing businesses and access to targeted business resources.

With more than 15 years of local, national and global journalism experience, Sarah Irwin will serve as managing editor of Upstart NY. Irwin, who returned to her hometown of Buffalo, NY, more than two years ago, previously held positions with a number of national media outlets.

"I'm honored and excited to spearhead our new publication Upstart NY, which will focus solely on what's new and innovative in Buffalo and upstate New York. Entrepreneurship is alive and well here and I'm thrilled to get to tell the stories of

the people and organizations that are making our hometown the perfect place for startup companies and high-growth companies alike," Irwin said.

The site delivers timely stories and news plus comprehensive profiles on successful Buffalo entrepreneurs. More importantly, the site connects business owners and prospective entrepreneurs to the resources they need to be successful.

"Upstart NY will provide a tool to visually showcase the entrepreneurial ecosystem in the Buffalo and upstate New York region," said Launch NY CEO Marnie LaVigne. "We believe that the innovative ideas and business practices underway in Buffalo tell the real story of where our regional economy is going and how upstate New York is developing the next generation of entrepreneurs, companies and jobs that will fuel the economy for decades to come."

"Buffalo is making progress on stemming the tide of job losses from traditional industries and we felt strongly that the story of growing new companies and the passion of the people starting them was not being told," said Brian Boyle, CEO of Issue Media Group. "Drawing from our work in other cities around the country, we are engaging with local partners to change the narrative through a new lens on entrepreneurship."

The first full issue of Upstart NY was published on May 18 with new issues to be published two to three times a month.

The publication will feature the work of local writers, journalists and photographers.

About Issue Media Group

Issue Media Group (IMG) publishes a wide range of online magazines and websites in multiple markets across North America. Publications feature a variety of content consisting of timely news and resources related to lifestyle, cities and economies. In each market, the Detroit-based media company promotes local assets and growth while working with community stakeholders in a coordinated effort to attract new talent, inspire business investment and spur creative thought.

About Our Partners:

Launch NY

Launch New York, Inc. (Launch NY) is a 501(c)(3) venture development organization whose mission is to identify, support and invest in high-growth, high-impact companies and catalyze the entrepreneurial culture to drive job and wealth creation in the 27 western most counties of upstate New York.

City of Buffalo

Buffalo is the second largest city in New York State, located on the shores of Lake Erie, and home to a city rich with culture, history, and a variety of housing, shopping

and dining options. Known as the “City of Good Neighbors”, Buffalo embraces its diverse and inclusive multi-cultural communities which are vibrant, interesting, economically competitive and sustainable, creating a stronger, more economically advanced city with growing opportunity for all. Additionally, Buffalo is one of the best cities to do business, consistently recognized for its competitiveness, entrepreneurship, and quality of life. With a focus on technology, health care, life sciences and manufacturing, Buffalo is a location of choice for established businesses, entrepreneurs and their employees as Downtown Buffalo continues its transformation into a vibrant hub of activity with new development, new attractions, new business and new residents. For information visit us at www.city-buffalo.com

Excelsior Growth Fund

Excelsior Growth Fund (EGF) helps New York State small businesses grow by providing streamlined access to business loans and advisory services. EGF’s signature product, the EGF SmartLoan™, provides up to \$100,000 in fast, transparent, and affordable financing through a secure online platform. Larger loans up to \$500,000 are also available. EGF is a nonprofit organization and is certified by U.S. Department of Treasury as a Community Development Financial Institution (CDFI). Learn more at www.excelsiorgrowthfund.org.

As an affiliate of New York Business Development Corporation (www.nybdc.com) and The 504 Company (www.the504company.com), EGF can also facilitate access to a full suite of alternative financing products.

M&T Bank

M&T Bank Corporation (NYSE:MTB) (“M&T”) is a financial holding company headquartered in Buffalo, New York. M&T’s principal banking subsidiary, M&T Bank, operates banking offices in New York, Maryland, New Jersey, Pennsylvania, Delaware, Connecticut, Virginia, West Virginia, and the District of Columbia. Trust-related services are provided by M&T’s Wilmington Trust-affiliated companies and by M&T Bank.

PathStone Enterprise Center, Inc. (PECI)

The PathStone Enterprise Center, Inc. (PECI) is a non-profit, 501(c)(3) regional Community Development Corporation organized in 1997 and certified as a Community Development Financial Institution (CDFI) in 1998. It is an affiliate of PathStone Corporation, based in Rochester, NY. Peci is the economic development and lending arm of PathStone Corporation with a service area that includes upstate New York between Buffalo and Syracuse and the western half of Puerto Rico.

New York State Energy Research and Development Authority (NYSERDA)

NYSERDA offers objective information, innovative programs, technical expertise, and support to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce reliance on fossil fuels. A public benefit corporation, NYSERDA has been advancing innovative energy solutions since 1975.

John R. Oishei Foundation

The John R. Oishei Foundation enhances the economic vitality and quality of life for the Buffalo Niagara region through grantmaking, leadership and network building. The Foundation was established in 1940 by John R. Oishei, founder of Trico Products Corporation.

Westminster Economic Development Initiative, Inc. (WEDI)

WEDI empowers economically disadvantaged people in Buffalo, NY with a primary focus on the West Side community.

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SOURCE:

Issue Media Group <http://www.issuemediagroup.com/>

Launch NY <http://www.launchny.org/>