



COUNTY OF SANTA CRUZ

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PRESS RELEASE

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KAISER PERMANENTE TO SPONSOR SMALL BUSINESS SUMMIT

Kaiser Permanente and the County of Santa Cruz are pleased to announce Kaiser Permanente has joined the 3rd annual Micro Business Summit as a presenting sponsor.

"Part of Kaiser Permanente's mission is to improve the health of the communities we serve. Small businesses are the lifeblood of our communities. They are a resource for our neighbors and a rich source of jobs. Kaiser Permanente Santa Cruz County is pleased to support the County of Santa Cruz 82% Micro Business Summit," said Niraj Singh, Executive Director, Kaiser Permanente Santa Cruz County.

"For more than 60 years, Kaiser Permanente has offered quality care and coverage to local communities. Kaiser Permanente has a track record of community involvement, and we are grateful to see the Micro Business Summit added to that record of support," Santa Cruz County Economic Development Coordinator Barbara Mason said.

The Micro Business Summit is produced by the Santa Cruz County Office for Economic Development, Santa Cruz County Small Business Development Center, Slingshot SV, The Root Group, and Andersen Media & Communications. Participating sponsors include Workforce Santa Cruz County, Santa Cruz County Department of Public Works/Green Business Program, Santa Cruz SCORE, Lighthouse Bank, Santa Cruz County Bank, Bay Federal Credit Union, Santa Cruz Community Credit Union, Times Publishing Group, Palace Business Solutions, Martinelli's, Marble Bridge Funding Group, Cabrillo College, KSCO Radio, KSBW, Santa Cruz Sentinel, Santa Cruz Record, Santa Cruz Waves, City of Santa Cruz, Cruzio Internet, Santa Cruz Tech Beat and Cat & Cloud Coffee.

Tickets for the "82% Micro-Business Summit" are on sale at www.microbusinesssummit.com. Participants will be able to choose from a range of more than 40 dynamic speakers, with breakout seminars on cryptocurrency, marketing, managing cash flow, advertising, social media and more. The event includes an afternoon mixer and complimentary breakfast and lunch. Enrollment is limited to 300 participants.