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LiftFund Launches Free 5-Week Business Accelerator Program for El Paso and Socorro Entrepreneurs

WEST TEXAS – LiftFund, a nonprofit organization that provides microloans and business support to underserved entrepreneurs, has partnered with the [Small Business Administration](#), [Project Vida](#), and the [City of Socorro](#) to launch the [Grow Now Accelerator](#). This comprehensive program offers a unique opportunity for small business owners in El Paso and Socorro to gain the knowledge and resources they need to succeed in the current economic climate.

The Grow Now Accelerator consists of five free training sessions, covering essential topics such as digital marketing, business financials and funding, sales strategy, and growth planning. The program is open to entrepreneurs at all stages of their journey, from ideation to established businesses. Two cohorts will be offered, one in English and another one in Spanish.

In addition to expert training, participants will receive mentorship and access to a network of seasoned entrepreneurs and industry experts who can help them navigate challenges and grow their businesses. The program also offers opportunities for networking and collaboration with like-minded individuals.

Eligible participants will meet once a week for five weeks with each session lasting one hour. The program will provide laptops to the first 10 eligible applicants and will culminate in a graduation celebration and networking event. The Accelerator in English starts Tuesday, May 16, 2023 and the Spanish one on Wednesday, May 17, 2023. Registration is free and open until Sunday, April 30th.

The Grow Now Accelerator is not just another training program; it is a game-changing opportunity for entrepreneurs to gain the tools and resources they need to thrive in today's economy. Don't miss out on this chance to join a community of like-minded entrepreneurs and take your business to the next level. To learn more and apply, visit www.grownowliftfund.com.

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About LiftFund

LiftFund, a nonprofit small business lender, transforms lives by opening doors, leveling the financial playing field and building a community of shared success through entrepreneurship. Founded in 1994 in San Antonio, Texas, LiftFund provides capital, financial coaching, tools and resources to entrepreneurs who do not have access to loans from commercial sources. Since inception, LiftFund has provided access to almost \$1 billion in capital, and over 26,400 loans, to diverse business owners throughout its 15-state footprint. For more information, follow LiftFund on social media @LiftFundUS and visit www.LiftFund.com.