
Media Advisory

Wells Fargo to provide \$2 million boost to support Bay Area small business owners

Local boutique owner to discuss how starting a business changed her life; Oakland Mayor Schaaf to discuss importance of small businesses

WHAT: Wells Fargo will announce \$2 million in support to [Main Street Launch](#), a Community Development Financial Institution (CDFI), to help diverse entrepreneurs in the Bay Area achieve their dreams of opening up small businesses, creating jobs and financially empowering their families.

At a local event, Wells Fargo will present a \$2 million check to the Oakland-based small business lender to support their African American Entrepreneurship Institute, which offers small businesses intensive training, capital, succession planning, and an opportunity to gather research that can shape equitable economic development policies.

Sherri McMullen, owner of McMullen, a high-end women's fashion boutique in Oakland, will host the event. At the event, Sherri, a Main Street Launch client, will tell her story about how the small business lender helped her secure financing to grow her business and create jobs.

This investment is a part of the Wells Fargo [Works for Small Business: Diverse Community Capital](#) program, which aims to:

- increase lending to diverse small business owners;
- provide diverse small business owners coaching and educational resources; and
- improve, create or add resources, materials, products, or programs to better serve their target market.

WHEN: Monday, May 6, 9 a.m. to 10 a.m.

Note to assignment editors: Interviews available with Robert Lattimore, Main Street Launch Executive Vice President; Sherri McMullen, small business owner; Libby Schaff, Oakland Mayor; Christina Pels-Martinez, Wells Fargo Region Bank President.

WHERE: McMullen Boutique (2257 Broadway, Oakland, CA 94612)

WHO: "We want to provide opportunities that empower entrepreneurs through capital, education, and relationships that allow them to flourish," said **Robert Lattimore, Main Street Launch Executive Vice President - Diverse Markets**. "Wells Fargo's initial investment allowed us to launch this program, and they have been a critically important partner in helping us build innovative programs as we grow and scale the services we can offer."

"Small businesses are the heart and soul of our economy. Supporting the development and growth of small business lenders like Main Street Launch is an opportunity to invest in entrepreneurs who can now put their business plans into action and build better lives for their families and communities," said **Christina Pels-Martinez, Wells Fargo Mid Valley Bay region bank president**.

Contact:

Andrea Beasley, 415-310-8184 (on-site)

Andrea.Beasley@wellsfargo.com

[@AndreaBeasleyWF](#)