



600 Alexander Road
Suite 3-2
Princeton, N.J. 08540
Phone 609-924-1776
Fax 609-924-5776

www.princetonmercerchamber.org

FOR IMMEDIATE RELEASE

Media Contact:

Gina Guarino, Director of Marketing & Events
Princeton Mercer Regional Chamber
(609) 924-1776, ext. 108, Gina@princetonmercer.org

Princeton Mercer Regional Chamber Supports New Small Business Grant Programs

Princeton, NJ – June 29, 2020 – The Princeton Mercer Regional Chamber [PMRC] announced support of two new small business relief programs today: the **Trenton Small Business Relief Fund** and the **Princeton Small Business Resiliency Fund**.

The PMRC’s support for these local relief programs marks the latest step in its collaborations with municipalities and local business organizations to assist small businesses during the COVID-19 pandemic.

The PMRC will award a grant of \$10,000 from the **Princeton Mercer Chamber Community Development Fund to Greater Trenton** to support the **Trenton Small Business Relief Fund**, designed to assist small businesses in Trenton and help them survive the pandemic.

“We are proud to work with Greater Trenton and provide this grant as a means of supporting businesses in our Capitol City,” said Peter Crowley, President and CEO of the Chamber. “We will continue to work with organizations across the region organized to help our business community recover during these pivotal times.”

In addition, the **Princeton Mercer Regional Chamber Foundation** has established the Princeton Small Business Resiliency Fund to support small, for-profit, storefront businesses in the Municipality of Princeton. The PMRC will provide support to the Fund, which will offer grants of up to \$5,000 per applicant.

Princeton University has pledged an initial donation of \$250,000 to launch the fund and will provide a dollar-for-dollar match of up to \$100,000 in additional contributions to the fund.

A committee of Chamber Foundation members and community leaders will facilitate the grant application process. The Foundation has engaged UCEDC (Union County Economic Development Corporation) to assist the committee in the evaluation and review of grant applications. Additional information about the Princeton Small Business Resiliency Fund and the online application can be found here: <https://www.princetonresiliencyfund.org/>.

“During these difficult times our Foundation aims to work with organizations and municipalities to help our business community survive and thrive as we reopen,” said Peter Dawson, Chairman of the Princeton Mercer Regional Chamber Foundation.”

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The Princeton Mercer Regional Chamber– The Princeton Mercer Regional Chamber is a membership organization committed to promoting business growth within the Mercer County region and surrounding areas. With more than 10,000 individual contacts and more than 1,600 member companies, the Chamber membership is primarily focused in five central New Jersey counties and stretches as far as New York, Philadelphia and Canada. More information about the Chamber can be found at www.princetonmercerchamber.org.

The Princeton Regional Chamber of Commerce Foundation, is a 501(c)(3) charitable organization, and exists as the philanthropic arm of the Princeton Mercer Regional Chamber to address the needs of the regional communities that it serves.