

Village Enterprise Launches New Website

San Carlos, California, January 12, 2016—Village Enterprise is pleased to announce the launch of its new website at villageenterprise.org. The new website reflects the significant role that Village Enterprise is playing in alleviating poverty in rural Africa, where almost half of the population lives below the extreme poverty line of less than \$1.25 per day.

Created in collaboration with Chicago-based Advocate Creative, a creative agency for change agents, the new website showcases Village Enterprise as a pioneer in the quest to help rural Africans lift themselves out of poverty permanently. Village Enterprise's unique Microenterprise Graduation Program provides ultra-poor first-time entrepreneurs with **seed capital, a year of training and mentoring, and access to savings**. Since its inception in 1987, Village Enterprise has started more than 33,000 businesses, trained more than 136,000 entrepreneurs and improved the lives of more than 700,000 East African women, children and men.

"I especially appreciate how Village Enterprise uses their local staff—95% of whom are African—as 'thought leaders on the ground' to consistently refine and improve their program," said Village Enterprise Board Member Katie Boland. "I think the new website reflects this nimble and innovative approach to microenterprise development."

About Village Enterprise: A recipient of The Rockefeller Foundation's 100 Next Century Innovators Award in 2013, Village Enterprise will start more than 3,200 small businesses in 2016, ranging from livestock, farming, small retail stores and restaurants, to tailoring and beekeeping.

To learn more, visit www.villageenterprise.org and follow Village Enterprise on [Twitter](#), [Facebook](#), and [Instagram](#).

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