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FOR IMMEDIATE RELEASE

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**ACCION TEXAS WOMEN’S BUSINESS CENTER PRESENTS
“ETSY 101”**

**Seminar Will Teach Basics of Creating and Marketing
Specialty Stores on Popular E-Commerce Site**

SAN ANTONIO – The Accion Women’s Business Center will conduct a special workshop to show entrepreneurs how to succeed online via one of the world’s most popular e-commerce websites, Etsy.com.

The workshop is scheduled for Saturday, November 10, 9:30 a.m. to 11:30 a.m., at the Richter Company, 616 Broadway. Cost for the workshop is \$50. To register, visit <http://etsysanantonio.eventbrite.com/#>

Participants – both Etsy veterans and newcomers – will learn how to start and promote an online shop, build sales and learn other strategies for Etsy success.

Founded in 2005, Etsy.com hosts more than 875,000 independent artisan sellers. More than 42 million users shop the site each month.

Etsy.com is an e-commerce website focused on handmade or vintage items, as well as art and craft supplies, original artwork, photography, clothing, jewelry, food, bath and beauty products, quilts, knick-knacks, and toys. Many individuals also sell craft supplies such as beads, wire, and jewelry-making tools. The site is designed as a “virtual craft fair,” giving sellers personal storefronts where they list their goods for a fee.

According to its website, Etsy – a variation on the Italian expression “etsi” (“oh, yes”) – has a far-reaching mission to “empower people to change the way the global economy works. We see a world in which very-very small businesses have much-much more sway in shaping the economy, local living economies are thriving everywhere, and people value authorship and provenance as much as price and convenience. We are bringing heart to commerce and making the world more fair, more sustainable, and more fun.”



About the Accion Texas Women’s Business Center

The Accion Women’s Business Center, a program of Accion Texas Inc., is dedicated to supporting entrepreneurs, especially women and minorities. We provide innovative business support services, including training, roundtables, and consultations, as well as strategic partnerships in the communities Accion serves. The Accion Women's Business Center is funded in part by the U.S. Small Business Administration's Office of Women's Business Ownership.

About Accion Texas Inc.

Established in 1994 in San Antonio, Accion Texas Inc.'s financial and business-support services help entrepreneurs strengthen their businesses, stabilize and increase their incomes, create employment and contribute to the economic revitalization of their communities. Accion has the nation’s largest microloan portfolio and is committed to providing capital to entrepreneurs who do not have access to loans from commercial sources. Since its inception, Accion has made nearly 13,000 loans totaling more than \$130 million. Accion now operates in eight states – Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, Tennessee and Texas. For more information, visit www.acciontexas.org or call 1-888-215-2373.