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FOR IMMEDIATE RELEASE

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ACCION TEXAS INC. LAUNCHES NEW SPANISH WEBSITE

SAN ANTONIO – Accion Texas Inc. – the nation’s largest nonprofit small business lender invites visitors to explore its new Spanish website. The new website has been designed to provide Spanish speaking clients with a more user-friendly experience.

“Accion is dedicated to adapting and improving to meet the growing demand for small businesses and entrepreneurs,” Accion Texas President and CEO Janie Barrera said. “We are always focused on bringing the American dream to more places and more people.

Accion Texas collaborated with Sweb Development—a local digital-marketing development agency –to create a website with improved navigation and functionality throughout, allowing customers to access product information in Spanish.

“Accion understands the importance of the growing multicultural market and is providing the same access to information and resources to Spanish and English speakers alike,” Sweb Development Founder and CEO Magaly Chocano said. “Accion continues to be a driving force for entrepreneurs, job creation, and economic progress,” Chocano said.

Created with user experience firmly in mind, customers are now able to benefit from richer online content that is easier to navigate and share with others. Accion serves more than 60 percent of Hispanics throughout its eight-state footprint. By providing multi-platform access in multiple languages, Accion levels the playing field for all entrepreneurs to excel. We encourage you to visit the new site at www.acciontexas.org and click the Español tab on the top right corner of our main page.

ABOUT SWEB DEVELOPMENT

Established in 2008, Sweb Development builds mobile apps, websites, social media marketing campaigns, and everything in between. Sweb is a full service digital agency offering creative digital strategies, graphic design, and developments for web, mobile, and social. Sweb produces tailor-made, cutting edge, captivating solutions.

ABOUT ACCION TEXAS

Accion Texas Inc. is a nonprofit, multi-state company and small business lender that helps new and existing entrepreneurs successfully grow their businesses. Through affordable lending and business development services, Accion Texas is committed to empowering diverse individuals and small businesses that have limited access to traditional sources of capital. Since its founding in San Antonio in 1994, Accion has made more than 14,000 loans totaling more than \$167 million. Accion now operates in eight states: Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, Tennessee and Texas. To learn more about Accion’s lending options, call 888-215-2373 or visit www.acciontexas.org.

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