



FOR IMMEDIATE RELEASE

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LIFTFUND NAMES NEW BUSINESS ADVISOR FOR DELTA REGION

Birmingham – LiftFund, the nation’s largest nonprofit microlender has named D’Undray Peterson business advisor for its Alabama offices.

Peterson brings 14 years of counseling, education training, and leadership experience. Additionally, he has several years’ experience in developing individualized plans for program participants. Prior to joining LiftFund, Peterson served as the academic advising specialist for Shelton State Community College. There, he not only provided academic advising, but he developed and established a network of collaborate relationships with academic programs, departments, and organizations.

In his new role, Peterson will provide individual business counseling, plan and conduct business workshops on a variety of business related topics including financial management, marketing management, business credit operations, tax issues, and contracting.

Peterson holds a Bachelor of Science degree in psychology and a Master of Science degree in counseling education from The University of West Alabama, and acquired his education specialist degree in counseling education from The University of Alabama – Tuscaloosa. In addition to his academic achievement, he has authored two books: *How to Lose Weight the Right Way* and *The Power of a Thought*.

“We are excited to welcome D’Undray to our Delta team. He has an extensive advising and education background that is beneficial as we continue to help entrepreneurs become successful business owners,” said Vice President of Delta Region Lisa Riley.

About LiftFund

Established in 1994 in San Antonio, Texas, LiftFund is a financial and business-support service organization that helps entrepreneurs strengthen their businesses, stabilize and increase their incomes, create employment and contribute to the economic revitalization of their communities. LiftFund has the nation’s largest microlender portfolio and is committed to providing capital to entrepreneurs who do not have access to loans from commercial sources. Since its inception, LiftFund has made over 16,000 loans totaling more than \$190 million.