

MEDIA ADVISORY

FOR IMMEDIATE RELEASE: September 19, 2016

Facebook and U.S. Hispanic Chamber of Commerce to Host Free Workshop for Albuquerque Small Businesses *Attorney General Hector Balderas to Kick Off Event*

On Friday, September 23, at 9:00 a.m., In recognition of Hispanic Heritage Month, Facebook and the U.S. Hispanic Chamber of Commerce (USHCC) will host a **Boost Your Business** seminar in Albuquerque, NM. The seminar is free to the public and aims to teach local small business owners how to optimize their presence and engage customers on the world's largest social network.

The seminar will kick off with welcoming remarks from **Attorney General Hector Balderas** and will be followed by a presentation from a Facebook small business expert on the latest Facebook best practices and strategies for success. A question and answer session will follow, featuring a panel of local small business people that will share their Facebook tips, tricks and suggestions. Some of the local small businesses represented on the panel will be: [National Hispanic Cultural Center](#) and [Shumakolowa Native Arts](#).

"We are proud to welcome Facebook to New Mexico and grateful they are investing in our diverse community," Attorney General Balderas said. "Our partnership with Facebook will spur economic growth in New Mexico and increase access to renewable energy sources. This Hispanic Heritage Month, we recognize all of our Hispanic-owned small businesses in the state and welcome Facebook to our economy."

There are more than 60 million businesses worldwide using Facebook to connect with customers, and approximately 8 in 10 Facebook users are connected to at least one small business in their network.

WHO: New Mexico Attorney General, Hector Balderas
USHCC Representative
Facebook Small Business Representative

WHAT: Facebook Boost Your Business seminar (free of charge). To register and for more information, visit – <https://boostalbuquerque.splashthat.com>

WHEN: **Friday, September 23, 2016**
8:30 a.m. (registration), 9:00 a.m. (event kickoff)

WHERE: Hyatt Regency Albuquerque
330 Tijeras Avenue, NW
Albuquerque, NM 87102

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