



Media Advisory

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**SBA, Sweetie-licious Bakery Café in Dewitt, MI
Press Conference Will Highlight SBA Assistance**

DETROIT – The U.S. Small Business Administration’s Michigan District Office and Sweetie-licious Bakery and Café in Dewitt will host an SBA press conference on **October 8th at 108 North Bridge Street DeWitt, MI 48820** to highlight how small businesses are taking advantage of SBA programs.

Located just north of Lansing, Sweetie-licious Bakery and Café is based the business’ mission of comfort food, vintage ambiance, and merchandise. Owner Linda Hundt pursued her life-long dream of starting her pie shop business when she began selling her fare at farm markets and high-end restaurants in 2002. By 2005, the business grew into a retail café bakery in DeWitt and Hundt expanded at the Grand Rapids Downtown Market this spring. Hundt received significant help in starting and growing the business from the Michigan Small Business and Technology Development Center at Lansing Community College. The SBTDC is an SBA funded program.

Sweetie-licious Bakery Cafe has won numerous awards including The 2011 Crisco 100th Anniversary Innovation Best in Show, The Food Network’s “Amazing Pie Challenge”, Best of Show at the Crisco National Pie Championships as well as two first places in 2011, four first places in 2010 and 2009, three first places in 2008, and one first place in 2007.

The press conference is part of the “Countdown to 83 – Helping Small Business Succeed...One County at a Time” campaign undertaken by the SBA’s Michigan District Office. SBA District Director Gerald Moore has visited 82 counties since his appointment in 2011. His visit to Clinton County is the 83rd and final county on his tour of the state. Moore has conducted press conferences throughout the state and toured small businesses that have received SBA assistance.

WHO:

- Gerald Moore, SBA Michigan District Director
- Tom Donaldson, Michigan Small Business & Technology Development Center Regional Director
- Linda Hundt, Owner, Sweetie-licious Bakery Café

WHAT: An SBA Success Story Press Conference will highlight how small businesses are benefitting from SBA programs. Join us and learn how the SBA is helping companies like Sweetie-licious Bakery and Café in Dewitt get the financing they need to create jobs and contribute to the local economy.

WHEN: Tuesday, October 8, 2013 9:30 a.m. – 10:30 a.m.

WHERE: Sweetie-licious Bakery and Café, 108 North Bridge Street DeWitt, MI 48820

NOTE: SBA Michigan District Director Gerald Moore will be available for media interviews from 9:30 a.m. – 10:30 a.m. Please RSVP to catherine.gase@sba.gov or nancy.grose@sba.gov.