



Contact: Homa Hayatyfar
12600 SE 38th St; Ste 205
Bellevue, WA 98006
425.746.1572
Homa@emminc.com

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FOR IMMEDIATE RELEASE

Extra Mile Marketing is a Proud Finalist for King County Business Awards
Seven winners take top honors among 28 finalists who create local jobs and contribute to regional economy

This year, Extra Mile Marketing was a finalist for the Small Business of the Year category within the Sixth Annual King County Small Business Awards program. The awards ceremony was attended by more than 200 individuals from Seattle-area regional chambers, cities, and small business organizations. Out of the 297 nominations, 28 businesses were selected – three finalists and 1 winner in each of seven categories. The awards and community have grown considerably over the past year and is evident in the increase in nominations, going from 190 nominations last year to 297 this year.

The criteria for the finalists that were selected included:

- Merit within an award category
- Innovative Business Model
- Workforce development efforts
- Customer Service
- Community Involvement

We were honored to be one of only 4 finalists for the Small Business of the Year award. King County looked specifically at our overall business contribution, along with our charitable contribution, to our region.

In addition to the Small Business of the Year category, other awards categories included: Minority-Owned Small Business of the Year, Woman-Owned Small Business of the Year, Exporting Small Business of the Year, Green/Sustainable Small Business of the Year, Workforce Development Small Business of the Year, and Rural Small Business of the Year.

The Winners in each category were:

- Minority-Owned Small Business of the Year: Schemata Workshop
- Woman-Owned Small Business of the Year: Team Soapbox
- Exporting Small Business of the Year: KuKuRuZa Gourmet Popcorn
- Green/Sustainable Small Business of the Year: 3R Technology
- Workforce Development Small Business of the Year: Uyeta Landscape & Maintenance, Inc.
- Rural Small Business of the Year: First Light Farm

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The awards ceremony was hosted by King County Executive Dow Constantine, with emcee Jesse Jones from KIRO 7. The Seattle Seahawks drumline, Blue Thunder, was the entertainment and put on quite a show.

King County Executive Dow Constantine gave encouragement and recognition to all small businesses:

“As we honor small businesses from across King county, I am proud to have established this program that honors those who have taken the initiative to create and build businesses that serve our community. And although King County has a several companies with a name ID, the vast majority of business, about 95%, employ 50 or fewer workers. King County is the economic engine of Washington. 71,000 provide the spark, small business spurs innovation to make the region’s economy resilient, and today’s event is about recognizing you, the owners and operators of these businesses, working hard to serve our customer and community.”

Each finalist was introduced, and their business and community contributions were explained. A slide show including photographs of each company and their employees were displayed on the screen behind the stage.

And while we did not win the Small Business of the Year, we were honored and proud to be a finalist this year. Congratulations to the winner, Gardner Global!

For more information or to view the event video, visit: www.kingcounty.gov

About Extra Mile Marketing, Inc.: Extra Mile Marketing is a full-service strategic marketing company that has provided marketing and sales support for technology businesses and their partner ecosystems for over 14 years. In addition, our team has specific expertise in a variety of other industries, bringing best practices from finance, professional services, healthcare, manufacturing, telecom, and retail/grocery, offering a unique approach so your messaging stands out in a crowded marketplace.

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