



# P R E S S   R E L E A S E

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## **New Year, New Business**

Start the New Year as you mean to go on, with a successful new business. CIDA, the Cultural Industries Development Agency, is launching Get Ready for Business a new development programme for creative entrepreneurs in Tower Hamlets. It's free and takes place from the 4-18 March 2008 at the Business Development Centre in Whitechapel E1 5NF.

Offering the necessary support to get new businesses moving, this innovative programme will take individuals through creating a plan, organising finances and legally registering as self employed.

"The programme was developed to provide real support for those looking to take that next step, and turn their creative idea into a successful business" – Lucy Kyle, Senior Adviser, CIDA

Through a combination of workshops, advice sessions and panel discussions individuals will be able to take time out to set goals and create an action plan for the next 12 months. They will also learn how to identify and target customers and benefit from being part of a network of like-minded business owners.

An information session about the Get Ready for Business Programme will take place on Tuesday 12 February from 11am – 1pm, and includes a networking lunch. Places are FREE and can be booked now by contacting Jessica Green, CIDA's Project Administrator on 020 7247 4710 / [contact@cida.co.uk](mailto:contact@cida.co.uk).

Get Ready for Business has been developed by CIDA, the Cultural Industries Development Agency, and is funded by the London borough of Tower Hamlets. Further details about the programme and an application form can be found at [www.cida.co.uk](http://www.cida.co.uk)

**For press queries, images or further information please contact Emma Derrick, CIDA's Marketing & Events Co-ordinator on 020 7247 4710 / [emma@cida.co.uk](mailto:emma@cida.co.uk)**

