



FOR IMMEDIATE RELEASE

ActivEntrepreneur™ Launches Central Massachusetts Chapter with “Power Up Your Business” Event

Activity-Based Networking Group Brings Local Entrepreneurs Together in New Way

Long Island, New York – March 6, 2008 - ActivEntrepreneur™, a business networking group for entrepreneurs and aspiring entrepreneurs who strive to lead active, healthy and eco-friendly lives, announces its launch event for the new Central Massachusetts chapter. The “Power Up Your Business” event will be held on Tuesday, April 1 from 6:30 p.m. until 9:00 p.m. at AnyTime Fitness, located at 4 West Main Street in Northborough, Massachusetts. Attendees will enjoy a kickboxing class, network with other business owners and learn from two successful local entrepreneurs, Karyn Bender and Mark Federico. Healthy refreshments will be served.

“We’re excited to launch ActivEntrepreneur in Central Massachusetts and look forward to bringing together entrepreneurs in a new way, allowing them to simultaneously boost their businesses and their personal health,” said Karyn Bender, ActivEntrepreneur leader of the Central Massachusetts chapter. “Active networking provides numerous benefits over traditional, sedentary networking, one of which is that entrepreneurs no longer have to choose to spend their time on healthy activity or business networking – now they can do both at the same time.”

In addition to leading the Central Massachusetts ActivEntrepreneur chapter, Karyn is a mother, local pharmacist and owner of The Wellness Axis, a successful, innovative health counseling business. During the evening, Karyn will discuss the benefits and opportunities of an ActivEntrepreneur membership.

Local entrepreneur Mark Federico will also speak during the evening. Mark is the owner of two successful fitness centers in the Central Massachusetts area, with a third one on the way. Additionally, he is the father of two and the president of a personal training company he launched in 2007. A former high-tech software sales manager turned fitness entrepreneur, Mark will discuss his business strategies and decision-making processes as a successful entrepreneur.

ActivEntrepreneur (www.activentrepreneur.com), founded in April 2007, is a national membership-based business networking group for entrepreneurs that mixes networking with active events such as walking, hiking, volleyball, dancing or kayaking. At each networking event, entrepreneurs also learn about growing their

business and have the opportunity to network with other active entrepreneurs. ActivEntrepreneur currently has chapters in Suffolk County, New York, Nassau County, New York, Central Massachusetts and Los Angeles, California with plans to create more new chapters across the country in 2008.

Online pre-registration for this ActivEntrepreneur event is required at www.activentrepreneur.com. The cost is \$0 for members or \$10 for non-members. AnyTime Fitness is located at 4 West Main Street in Northborough, Massachusetts. For more information, please contact Karyn Bender at karyn@activentrepreneur.com or 506.648.6652.

About ActivEntrepreneur

Founded in April, 2007 by marketing strategist Jennifer Ross and holistic health counselor Eileen Weilbacher, ActivEntrepreneur is a national business networking group for entrepreneurs and aspiring entrepreneurs who strive to lead active, healthy and eco-friendly lives. Jennifer and Eileen met at a traditional small business breakfast meeting and quickly realized that they share a love of being outdoors and a devotion to being active and healthy. During a 'Walk and Talk' meeting afterward, the idea for ActivEntrepreneur was born. Currently, ActivEntrepreneur has chapters in Suffolk County, New York, Nassau County, New York, Los Angeles, California and Central Massachusetts, with plans to create new chapters across the country in 2008. For more information, please visit www.activentrepreneur.com or contact us at jen@activentrepreneur.com or 631.736.8996.

Media Contact:

Kelly Kirkendoll Shafer
Shafer Communications
817.236.6075
kelly@shafercommunications.com