

Local Business Woman Named As Winner for the **Make Mine a Million \$ Business™ Charlotte Event**

~Ten women entrepreneurs walk away with financing, mentoring, and other prizes to help catapult their businesses' revenue to a million dollars~

Charlotte, NC October 7, 2008 – Business growth program, Make Mine A Million \$ Business selected **Carrie DeWitt-Partello of EAST COAST MOVING LLC** as one of the ten awardees from the Charlotte, NC event on October 7, 2008 at the Blake Hotel. The exciting event featured female entrepreneurs from North and South Carolina who competed for business development packages that include money, marketing, mentoring and technology assistance to help their businesses grow into million-dollar enterprises. The event also included educational and network opportunities in addition to keynote speeches by Secretary of State Elaine Marshall and Count Me In Founder, Nell Merlino.

Described as a cross between “The Apprentice” and “American Idol,” the competition provided twenty finalists the opportunity to present their business in a 3 minute “elevator pitch” to a panel of business experts and a live audience. Ten winners were chosen by the audience and judges who collaborate on the selection process.

Carrie has grown in experience and recognition in her industry since 2003 when she opened the doors of East Coast Moving LLC. She serves as the General Manager maintaining a daily work schedule and then some. As an interactive manager she can often be found on-site working along side her crews. Mrs. Partello is a newly recognized member of the National Association of Professional Women; a former recipient of the Business Entrepreneur of the Year 2005 and most recently voted 2008 People’s Choice for Best Moving Company in Brunswick County, NC.

She stays active in her community through participation with the annual Relay for Life, Toys for Tots, Hope Harbor Home, Inc. fund raising events, Catholic Charities, and the local Boys and Girls Home. Carrie is a member of the Workforce Development Committee of Brunswick Community College and a member in good standing of the Chamber of Commerce and Better Business Bureau.

Each awardee will receive an extensive awards package with the following benefits that will help their businesses break through the million-dollar barrier:

- Inspiration, community, financing and mentoring from a “dream” team of coaches and business experts from Count Me In.
- Platinum Business Cash Rebate Credit Card from American Express OPEN®, a financial health analysis, and promotion in OPEN marketing and media campaigns.
- Discounts from FedEx select shipping and office and print services.
- A Dell shopping spree worth \$1000.

Launched in 2005 by Count Me In for Women’s Economic Independence and founding partner American Express OPEN®, the Make Mine a Million \$ Business program was created to help post-start-up, women-owned businesses grow to one million dollars in annual revenue. Since the inception, the program has hosted 19 competitions in cities around the country and has grown into a nationwide movement. For the New Mexico event, over 200 applications were submitted in hopes of securing one of the sixteen finalist openings.

“We are thrilled by the eagerness of women in the region to participate in this event,” said Nell Merlino, founder and president of Count Me In. “The number of applicants mirrors the growth of our entrepreneurs’ businesses and their desire to take them to the million dollar level.”

The Make Mine a Million \$ Business program has garnered support from organizations who are all joining hands in order to make an impact in women’s lives and strengthening the US economy. The impressive list of blue-chip, national sponsors include American Express OPEN, Cisco, FedEx, Jet Blue, and Dell. Sponsors provide an array of products and services that serve as invaluable tools for growth.

For more information about how women can grow their businesses please visit www.makemineamillion.org.

About Count Me In

Count Me In for Women’s Economic Independence is the leading national, not-for-profit provider of resources, business education and community support for women entrepreneurs seeking to grow micro businesses to million dollar enterprises. Count Me In launched the Make Mine a Million \$ Business to inspire one million women entrepreneurs to scale their businesses to a million dollars in revenue by 2010 by providing tools, skills and the support of a nation-wide community of peers.