



## FOR IMMEDIATE RELEASE:

### CONTACT INFORMATION:

Stacy Brooks, Co-Founder

The Right Lanes

[stacy@therightlanes.com](mailto:stacy@therightlanes.com)

(703) 919-4009

[www.therightlanes.com](http://www.therightlanes.com)

## WOMEN ON A MISSION TO HELP SMALL BUSINESSES AND COMMUNITIES DURING RECESSION

*The Right LANEs – Ladies Advancing a New Economy® - Stimulating the economy one excursion at a time*

**HERNDON, VA - March 18, 2009:** It is no secret that with the current state of the economy, both locally and nationally, small businesses are suffering. Yet, reports show that small businesses and entrepreneurs are critical to create jobs and stimulate the economy. So, we have a major catch 22.

It is because of this that Egnite Marketing and Suburban Nights, two Northern Virginia-based small, women-owned businesses have combined efforts and expertise to launch a movement of professional women hitting the road to make a change.

“I am a young professional woman who supports her family, so I understand the need to take action and find solutions that deliver immediate results; lessening stress and the financial uncertainties of tomorrow. And, this was a driving factor behind the concept of The Right LANEs,” Jennell Lynch, co-founder said. According to Lynch, many of her friends and professional contacts are in the same boat and looking for ways to help their families, networks, businesses, and economy.

The mission of The Right LANEs (Ladies Advancing a New Economy) is to bring together professional women for one-day road trips that stimulate local economies and support local charities while fostering personal and professional empowerment through networking, bonding, and friendship.

In the inaugural trip, 25-30 Women will embark on an excursion to Charlottesville, Virginia on a mission to support small and family-owned businesses throughout the entire road trip and with all proceeds from the trip being donated to a local charity. Women can register to attend for \$100 and will enjoy coach transportation, meals, seminars, boutique shopping, wine tasting and a luxurious gift bag filled with great items. In addition, because of our generous sponsors, one worthy guest will receive a cash grant that they can spend on a personal initiative such as starting their own business or attending a seminar/workshop. As a result of this trip, we will infuse no less than \$6000 into the local economy, specifically supporting small and family-owned businesses.

“There are many wonderful and meaningful facets to this venture, but the greatest reason I became a partner is for the purpose of building a network of empowered women on a mission to strategically and innovatively invigorate small businesses, including their own in many cases,” Stacy Brooks, co-founder said.

Future excursions are planned for a variety of cities and towns throughout the Mid-Atlantic States. The Right LANEs is also looking for sponsors of many levels to be a part of these exciting trips. For more information on becoming a sponsor, email [sponsor@therightlanes.com](mailto:sponsor@therightlanes.com).

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