



For Immediate Release

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YSpace Business Incubator/Accelerator Hub supporting entrepreneurship in Georgina and East Gwillimbury

Georgina, ON – The Town of Georgina and the Town of East Gwillimbury are excited to announce a partnership with York University’s YSpace on the expansion of YSpace programming into northern York Region. The two-year Business Incubator/Accelerator project will support entrepreneurs and accelerate economic growth during the recovery phase of the COVID-19 pandemic and beyond.

“The Town is thrilled to announce the opening of the new YSpace Business Incubator/Accelerator Hub in Sutton,” said Mayor Margaret Quirk. “Throughout the past couple of years we have experienced the importance of entrepreneurship and business development for the economic growth of our community. This hub will support local entrepreneurs by providing the tools and support to help accelerate new start-up businesses while also aiding in the recovery of existing businesses.”

The YSpace Business Incubator/Accelerator Hub is located at 1 Market St., Sutton. It will help support new business start-ups and existing businesses. This hub will also remove barriers to accessing entrepreneurship and business acceleration for rural communities. The Town of East Gwillimbury will offer in-person programming in temporary locations in the municipality where YSpace programming and resources for start-up and existing businesses will be available.

“Our communities are growing, and partnerships like these ensure we’re doing our part to create a balanced and robust economic ecosystem,” says Mayor Virginia Hackson. “Working together, York University, East Gwillimbury and Georgina are providing entrepreneurs with the support they need and access to the right programs helping to bring their ideas to life through the new YSpace Business Incubator/Accelerator Hub.”

This dedicated space will feature virtual and in-person learning and allow for collaboration with other business owners and create connections with mentors. The physical space will offer computer access, internet, video conferencing solutions, photography tools for e-commerce and online content creation, collaboration spaces, programming support, and business community resources.

“The launch of this YSpace Hub in northern York Region is an exciting partnership for York University to create substantive impact across the localized communities in the region,” said Rhonda Lenton, President and Vice-chancellor, York University. “York University is committed to leveraging the success of YSpace’s entrepreneurship programs and make available customized resources to support economic growth and prosperity for the Town of Georgina and East Gwillimbury. We look forward to continuing this relationship, and building greater access to entrepreneurship for all businesses in the region.”

An important part of this program is the connection to community groups and programs. The YSpace Business Incubator/Accelerator Hub would act as a connection to other stakeholders that provide support and resources to businesses in the community. YSpace programs will be refined and augmented to address the specific needs of each business community.

To find out more about the YSpace Entrepreneurship Hub, visit georgina.ca/YSpace



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