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Young Chicago Entrepreneurs Recognized at White House for Economic Contributions

Chicago startups, GiveForward and ColorJar, recognized as two of the most impactful new companies in Empact100.

Chicago, IL, November, 2011: GiveForward and ColorJar have been selected as two of the 2011 Empact100, which recognizes top companies run by entrepreneurs age 30 or under who impact our economy and inspire others to join the movement to revitalize it by starting a business of their own. It is no coincidence that two Chicago startups are among those being recognized. This award, called the largest showcase of America's top young entrepreneurs, is yet another indicator of the explosive growth of the Chicago startup scene and its growing impact on the American economy.

Desiree Vargas Wrigley and Ethan Austin of GiveForward, and David Gardner of ColorJar will be honored for their companies' accomplishments and positive economic influence alongside the rest of the Empact100, in a ceremony at the White House in Washington, D.C. on November 17. The 100 companies on the list are responsible for contributing over 2,500 jobs and over \$374 million in revenue.

GiveForward is honored to be recognized with ColorJar and the other 2011 Empact100 companies. Co-founded by two young entrepreneurs, Desiree Vargas Wrigley and Ethan Austin, GiveForward provides personalized fundraising pages and coaching that empower friends and family to answer the question "What can I do to help?" when a loved one is in need. Since 2008, GiveForward has helped people contribute over \$8 million to loved ones facing out-of-pocket expenses associated with everything from cancer treatments, to funeral expenses, to natural disasters.

ColorJar shares the honor of being recognized alongside fellow Chicago startup GiveForward and the other 2011 Empact100 companies. Founded by young entrepreneur David Gardner and entrepreneurial veteran Jeff Hoffman—also in 2009— ColorJar provides strategy consulting as well as web design and development to an array of clients ranging from

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startups and charities, to established companies and celebrities. David and Jeff mentor and speak on entrepreneurship worldwide.

To learn more about these two innovative Chicago startups and how they are spurring the economy, contact Cate Conroy of GiveForward at 312-322-1200 and Jeremy Solomon of ColorJar at 732-272-5368.