**[YOUR COMPANY LOGO] Logo

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**FOR IMMEDIATE RELEASE CONTACT: [YOUR MEDIA CONTACT]**

**[YOUR COMPANY NAME] NAMED ONE OF THE NATION’S FASTEST-GROWING COMPANIES IN UNDER-RESOURCED COMMUNITIES**

*[Insert your company HQ city and state]-based [insert company’s industry, e.g. Brooklyn, NY-based bakery] ranks # [insert position on list] on*

*Initiative for a Competitive Inner City’s* *annual Inner City 100 list*

[**INSERT YOUR HQ CITY & STATE, DATE**] – [Insert your company name] announced today that it has been named a winner of the 2024 Inner City 100 (IC100) awarded by [Initiative for a Competitive Inner City](https://icic.org) (ICIC). Since 1999, ICIC has identified and celebrated the 100 fastest-growing businesses in under-resourced communities in the U.S. through the IC100 award.

The 2024 IC100 winners were evaluated based on revenue growth during the four-year period from 2019 to 2023. [Insert your company name], led by [insert your company’s CEO or top-ranking leadership], was ranked #[insert your IC100 ranking] on the list based on its four-year revenue growth rate of [XXX.XX]%.

[“Insert quote from your CEO or Company Leadership"]

This year’s IC100 list was unveiled during an awards ceremony ICIC’s 2024 Virtual 30th Anniversary Celebration on December 10th. The complete list of 2024 IC100 award winners is available [here](https://icic.org/programs/inner-city-100/meet-the-award-winners/).

Steve Grossman, CEO of ICIC, stated: “The 2024 IC100 award winners are proof that investing in under-resourced communities generates exceptional results. The honorees are more than leaders; they are changemakers who uplift their neighborhoods while driving sustainable growth.”

From 2019 to 2023, the 2023 Inner City 100 companies averaged 347% revenue growth and created 2,089 total jobs**.**Of these 100 winners,60% are BIPOC-owned/led, and 54% are woman-owned/led, the latter of which is a record high-number in the program’s history

**2024 IC100 Winners by the Numbers:**

|  |  |
| --- | --- |
| Cities Represented: | 56 |
| States Represented: | 23 |
| Industries Represented: | 22 |
| Woman-Owned/Led: | 54% |
| BIPOC-Owned/Led: | 60% |
| Veteran-Owned/Led: | 6% |
| LGBTQ+-Owned | 3% |
| First-Time Winners: | 34% |
| Hall of Famers (won IC100 5 or more times) | 25% |
| Average Four-Year Revenue Growth Rate: | 347% |
| Average 2023 Revenue: | $11M |
| Total Jobs Created (2019-2023): | 2,089 |

**Nominations are now open for the 2025 IC100!** If you know a business located in an under-resourced community that meets the revenue qualifications outlined [here](https://icic.org/ic100-nominate), nominate them using [this form](https://icic.org/ic100-nominate) or email [InnerCity100@icic.org](mailto:InnerCity100@icic.org).

**IC100 Methodology:** Recognizing that concentrated poverty exists within metropolitan areas outside of big cities (and that poverty overall is suburbanizing), ICIC has revised its definition of an inner city (or under-resourced area) to encompass large areas of concentrated poverty in suburbs and smaller central cities as well as the large cities on which it has historically focused. The new “inner city” definition that ICIC has developed includes large low-income, high-poverty areas located in the urban and suburban parts of all but the smallest metropolitan areas. Every year, ICIC identifies, ranks, and awards the 100 fastest-growing businesses located in America’s under-resourced communities. In 2024, companies were selected and ranked by revenue growth over the four-year period between 2019 and 2023.

**[Insert Your Company’s Boilerplate information]:**

**About Initiative for a Competitive Inner City (ICIC):**

Initiative for a Competitive Inner City (ICIC) is the widely-recognized authority on accelerating small business growth in under-resourced communities. Founded by renowned Harvard Business School professor Michael Porter in 1994 as a research and strategy organization, today ICIC drives inclusive economic prosperity in underserved communities through innovative research and programs to create jobs, income, and wealth for local residents. Learn more at [www.icic.org](https://icic.org).

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