

For Immediate Release

Launch Lab Announces Partnership with St. Lawrence College SPARK Marketing Agency

Kingston, Ontario (November 22, 2018): Launch Lab, a Regional Innovation Centre and member of the Ontario Network of Entrepreneurs, announced today the formation of a partnership with the St. Lawrence College (SLC) SPARK Marketing Agency, formally known as SPARK SLC.

As a full-service marketing agency, SPARK SLC operates within St. Lawrence College and focuses on solving the communication and general marketing challenges that small and medium sized businesses encounter every day. With an attention on video, creative design, web design and a broad range of creative marketing solutions, SPARK SLC is an ideal partner to support the varying needs of Launch Lab's start-up community of clients.

"SPARK SLC is a true complement to Launch Lab and a perfect fit to support our mandate of servicing the needs of our diverse group of start-up businesses that we work with right across Eastern Ontario," said Michael Mann, Launch Lab CEO. "We encourage our clients to work with marketing professionals and firms that they already have an existing relationship with, however, for many that have no marketing support and are looking to Launch Lab to make recommendations or introductions, we are pleased to now be able to recommend SPARK SLC as a marketing option."

"We are really excited to be partnering with Launch Lab and just as excited to be able to support Launch Lab clients who might be seeking additional marketing help," said Breanne Johnson, Creative Director of SPARK SLC. "We provide an array of cost-effective solutions and services delivered through our team of industry professionals and St. Lawrence College students. From video production to logo design to website design and beyond, we have a history of delivering solutions and services to a wide variety of small business clients and we are happy to now extend that service option to Launch Lab clients throughout Eastern Ontario."

To learn more about Launch Lab and SPARK SLC, please visit www.launchlab.ca and www.sparkslc.ca

About Launch Lab

Headquartered in Kingston, Ontario, Launch Lab is a Regional Innovation Centre, and a member of ONE (Ontario Network of Entrepreneurs), a provincially-funded network of resources for entrepreneurs. Launch Lab is also strategically partnered with the South Eastern Ontario Angel Network (SOAN), one of the fastest growing Angel networks in Canada. Launch Lab clients stretch across Eastern Ontario and are supported by a team of Entrepreneurs in Residence (EIRs) who operate throughout the region.

About SPARK SLC

Operating within the walls of St. Lawrence College in Kingston, Ontario, Spark SLC's multidisciplinary team, comprised of both students and young professionals, is well versed in delivering industry standard, quality marketing solutions for real clients. Fueled by passion and creativity, using both innovation and technology to help companies grow, scale, and love their brand. Spark SLC takes your business's voice and spirit and deliver effective solutions to your marketing challenges.

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