



For Immediate Release

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**GAMEPLAN CREATIVE LAUNCHES ENSEMBLE ESPAÑOL SPANISH DANCE THEATER'S
40TH ANNIVERSARY "FLAMENCO PASSION" MARKETING CAMPAIGN**

*The Illinois Hispanic Chamber of Commerce,
Goldman Sachs 10,000 Small Businesses Alumni
and Negocios Now Lead to an Important Collaboration*



CHICAGO (May 24, 2016)—Gameplan Creative, an award-winning Chicago-based marketing, branding and video production agency has developed a branding campaign for Ensemble Español Spanish Dance Theater's landmark 40th Anniversary celebration, culminating in three "Flamenco Passion" performances at the North Shore Center for the Performing Arts in Skokie, June 17-19. The Illinois Hispanic Chamber of Commerce (IHCC), along with two Goldman Sachs 10,000 Small Businesses Alumni, join in a dynamic collaboration between non-profit

and for-profit sectors.

Gameplan Creative's Managing Partner, Patricia Aguilar and Ensemble Español's Executive Director Jorge Perez are both alumni of Goldman Sachs 10,000 Small Businesses program. The program provides a combination of education, capital, and support services to grow small businesses. Chicago is one of 14 locations for 10,000 Small Businesses in the United States. "Our common status as alumni of the program provided a way for us to get to know each other and ultimately do business together," says Aguilar. "Gameplan Creative saw in Ensemble Español an exciting opportunity to use our high end creative services in a new area for the performing arts."

"The IHCC's mission is to engage and empower entrepreneurs to create a better world through coaching, connecting, creating and collaborating, says Omar Duque, President & CEO, IHCC.

"The connection and collaboration between IHCC members Ensemble Español and Gameplan Creative is a great success story and we're extremely pleased to see how a simple introduction has quickly led to a long lasting partnership."

"40 years is a notable achievement for any performing arts organization but especially for a dance company," says Ensemble Español's Executive Board Chair George Diaz. "As we celebrate this landmark anniversary and enter an important new era we are honored to have Gameplan Creative, the Goldman Sachs 10,000 Small Businesses program and Illinois Hispanic Chamber of Commerce in our court; plus Negocios Now, the award-winning news source for Hispanic business as a media sponsor."

"As a unique Hispanic business publication, from the beginning Negocios Now understood the symbiotic relationship between businesses and non-profit organizations," says Clemente Nicado, President and CEO, Nicado Publishing Company, Inc. "We believe it is our responsibility to herald the achievements of Latino ventures, so we are very pleased to lend our support to Ensemble Español at this very exciting time."

For tickets or more information about Ensemble Español's Flamenco Passion performances at the North Shore Center for the Performing Arts in Skokie June 17-19, visit northshorecenter.org/ee40.

Gameplan Creative is an award-winning agency delivering innovative and creative brand solutions across a wide range of marketing, graphic design, ideation, interactive, and video creative services. Gameplan Creative was awarded the distinguished 2014 CLIO Sports Award. The CLIO Awards is one of the world's most recognized awards competitions for advertising, design and communications. For more information about Gameplan Creative visit gameplancreative.com.

Ensemble Español Spanish Dance Theater is Chicago's world class Spanish dance company under the dynamic leadership of Founder Dame Libby Komaiko, Artistic Director Irma Suarez Ruiz and Executive Director Jorge Perez. The Ensemble Español is the premier Spanish dance company and center in the United States to have in-residence status at Northeastern Illinois University, Chicago. For more information about Ensemble Español, visit ensemblespanol.org.

Goldman Sachs 10,000 Small Businesses offers a practical business education and a supportive network of peers and advisers—at no cost to participants. Accepted small business owners will learn practical skills to grow their business, including negotiations, marketing, employee management and more. Participants also receive one-on-one business advising and get expert guidance from Goldman Sachs professionals, attorneys and others. Just 6 months after completing the program, 71.3% had increased revenues and nearly 50% had created net new jobs. 85% of participants have done business with other program participants. Over 400 small businesses have graduated through our program in Chicago. Over 6,100 nationwide. More about the impact of the program applications for upcoming cohorts can be found at 10ksbapply.com.

The Illinois Hispanic Chamber of Commerce is the largest community of Hispanic business owners in Illinois and the Midwest. It works with business owners, providing unique and strategic one-on-one services designed to help businesses thrive and grow. It also regularly hosts networking and public policy events and currently works with many Hispanic high-growth potential firms. For more information about the Illinois Hispanic Chamber of Commerce visit ihccbusiness.net.

Negocios Now is published by Nicado Publishing Company. The national award-winning publication is the Midwest's most dynamic news source for growing Hispanic businesses, focusing primarily on business owners, entrepreneurs and economic development in the Latino community. *Negocios Now* has received more than 10 national awards from National Association of Hispanic Publications including the 2012 "Peter Lisagor Award" for General Excellence a first for a Hispanic newspaper in Chicago. For more information about *Negocios Now* visit negociosnow.com.