

25 April 2011

## GOVERNMENT INITIATIVE INVITATION *WHITE HOUSE STARTUP AMERICA*

PITTSBURGH, Pennsylvania – River's Edge Alliance Group is proud to announce that their Managing Director and Partner, Scott Mashuda, has been invited to attend the White House Startup America event on April 28<sup>th</sup>, 2011 in Pittsburgh, Pennsylvania. Scott has been asked to share his ideas and expertise with President Obama's White House Staff on ways to reduce growth barriers for new entrepreneurs.

Help us make your voice heard. Please provide us with your input on how government policy can be adapted to facilitate growth in the entrepreneurial community by contacting:

**Scott Mashuda**

Office: (412) 894-3244

Direct: (440) 915-3082

Email: [smashuda@RiversEdgeAlliance.com](mailto:smashuda@RiversEdgeAlliance.com)

Internet: [www.RiversEdgeAlliance.com](http://www.RiversEdgeAlliance.com)

The White House Startup America initiative is designed to help accelerate growth in entrepreneurship and stimulate job creation through the feedback and knowledge of professionals in the industry.

For more information on the program, please visit the [White House Startup America Initiative](#).

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**Rivers Edge Alliance Group, LLC** was founded in May, 2004 as a value added transaction advisory firm providing expertise in the sale, acquisition, valuation, dissolution or consolidation of closely held business entities.

We are proud to provide small to medium-sized business owners the "edge" in selling, buying and valuing their businesses. We understand that small, medium and family owned businesses are the backbone of the U.S. economy. We are committed to helping Pittsburgh and the surrounding regions prosper by successfully transferring ownership from one generation to the next.



*“Entrepreneurs embody the promise of America: the idea that if you have a good idea and are willing to work hard and see it through, you can succeed in this country.”*

*And in fulfilling this promise, entrepreneurs also play a critical role in expanding our economy and creating jobs.”*

*- President Barack Obama*