

February 3, 2014



Intuit QuickBooks to Offer Marketing Grants to Small Businesses Around the World

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- After awarding one small business its very own advertisement during football's biggest game, Intuit QuickBooks is introducing [Small Business Local Buzz](#), a campaign to help small businesses successfully market to their local community.

The new program kicks off in the U.S. on Feb. 3, culminating on Mar. 16 with 15 small business owners receiving marketing packages worth \$5,000 each. To enter, small businesses need to submit a short story that shares how winning will impact their business. All entrants will also automatically be entered for weekly drawings of \$500 gift cards and receive an exclusive copy of the "Building Buzz on a Budget" guide.

Regional programs tailored to the needs of small businesses in Canada, the U.K. and Australia will kick off simultaneously on Feb. 18. Small business owners in the U.S. and participating regions can get started at [SmallBusinessLocalBuzz.com](#). Fans can cast votes to help improve their favorite businesses' chances of winning.

Based on an October 2012 Intuit Small Business Survey, 87 percent of small businesses said their businesses are either struggling to survive, or surviving but not growing. More than 25 percent of the small business owners surveyed said given \$5,000, they would spend the money on marketing.

Small Business Local Buzz is part of Intuit's larger, ongoing commitment to support the financial success of consumers and small businesses. This latest effort goes beyond monetary support to provide resources such as the guide, custom video, and private social media consultation in select markets to help small business owners take growth into their own hands.

Since 2009, Intuit's grant programs have awarded approximately \$1.2 million to small businesses throughout the United States.

Resources:

[Small Business Local Buzz website](#)
[Small Business Local Buzz program rules](#)
[Intuit on Twitter](#)
[Intuit on Facebook](#)
[Intuit Community](#)

About Intuit Inc.

[Intuit Inc.](#) creates business and financial management solutions that simplify the business of life for small businesses, consumers and accounting professionals.

Its flagship products and services include [QuickBooks®](#), [Quicken®](#) and [TurboTax®](#), which make it easier to manage [small businesses](#) and [payroll processing](#), [personal finance](#), and [tax preparation and filing](#). [Mint.com](#) provides a fresh, easy and intelligent way for people to manage their money, while [Demandforce®](#) offers marketing and communication tools for small businesses. [ProSeries®](#) and [Lacerte®](#) are Intuit's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit had revenue of \$4.2 billion in its fiscal year 2013. The company has approximately 8,000 employees with major offices in the [United States](#), [Canada](#), the [United Kingdom](#), [India](#) and other locations. More information can be found at www.intuit.com.

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