

newsRelease

FOR IMMEDIATE RELEASE

Redchair™ Branding launches **IGNITE Idea Centre™**

HAMILTON / BURLINGTON ON (October 11, 2007)...Entrepreneurs now have the tools and resources to ignite their own successful business with the launch of the new **IGNITE Idea Centre™** located at 3310 South Service Road, Burlington, in partnership with Redchair™ Branding and the Coffee Office™.

*“IGNITE Idea Centre™ is a unique, creative ‘café like’ destination where you collaborate with others through **INSPIRED COACHING** designed to motivate and creatively launch your ideas,” said **Gerry Visca**, Chief Creative Officer of Redchair™ Branding, an award-winning creative marketing & communications agency that has creatively inspired hundreds of clients across North America with marketing and branding services since 1999. “Our passion to continually innovate inspired us to launch **IGNITE Idea Centre™** - a creative destination for businesses and entrepreneurs.”*

IGNITE Idea Centre™ is designed for Entrepreneurs that require a full range of tools and inspiration to launch their business. **IGNITE Idea Centre™** professionals also work with **Existing Businesses** that require a ‘fresh approach’ to innovation. Typically these businesses are interested in launching a new product, strengthening their overall brand image or motivating their team.

A wide array of professional coaching services, training workshops and creative Boot Camps are offered at **IGNITE Idea Centre™**. “We have attracted a high-end clientele from many industry sectors looking for innovative ways to inspire their teams and ignite their ideas. We are very pleased with the feedback,” noted Jean Visca, Partner and Business Coach of Redchair™ Branding.

“I loved the creative energy in the room. Gerry Visca sets an energetic tone,” said Lisa Hutchinson, President of AllStaff. *“This was how a workshop was supposed to be run! Creative, down to earth, funky, fun, real & contagious enthusiasm is the best way to define the experience with Redchair™ Boot Camps.”*

Sometimes the best ideas come from collaborating with other successful businesses. *“The idea to partner with The Coffee Office™ just made sense. The professionalism of the staff, the architecture and the overall creative energy of the space is exactly what we were looking for when we conceived **IGNITE Idea Centre™**,”* noted Visca. *“We are very pleased with this partnership.”*

To learn more about **IGNITE Idea Centre™** or Redchair™ Boot Camps, contact Gerry Visca at:
905.528.6032 ext. 111

www.redchairbranding.com

Strategies. Tools,
Inspiration. Coaching.
A Creative Destination
for the Entrepreneur



Photo courtesy of The Coffee Office, Burlington



Strategies

Tools



Inspiration

Collaboration



Photo courtesy of The Coffee Office, Burlington

