



Small Business, Big Dreams: Amazon Joins Forces with Celebrity Entrepreneurs to Host Interactive Livestream to Help Young, Budding Business Owners Grow Their Businesses

June 24, 2022

SMALL BUSINESS, BIG DREAMS

amazon prime day

IG LIVE ● 7PM 30TH JUNE

Inspiring entrepreneurs share the art of running a small business in the digital age

MONTANA BROWN

OLIVIA ATTWOOD

SET REMINDER TO TUNE IN LIVE

Livestream discussion will take place on Thursday 30th June 2022 on Amazon UK's Instagram channel, featuring founder of The Break, Patricia Bright; Foolish founder Olivia Attwood; and Montana Brown, founder of Swim Society – all spilling their secrets on what it takes to grow a business today.

These well-known faces will be joined by entrepreneurs from some of Amazon's successful small business selling partners, including Human Food and Absolute Collagen.

The livestream panel discussion is all part of Amazon's support of small businesses ahead of its upcoming Prime Day celebrations, with shoppers also in with a chance to Win Big by Supporting Small.

LONDON, June 24th, 2022 – Amazon announces the launch of *Small Business, Big Dreams*: an interactive, virtual livestream aimed at helping up-and-coming entrepreneurs to grow their businesses. The livestreamed discussion will explore the future of young entrepreneurship and how to successfully market a business in the ever-changing social media age of 2022. To tune in for free, head to [Amazon UK's Instagram](#) channel, **at 7pm on Thursday 30th June 2022** to take part and submit questions for the panel.

Last year, Prime Day saw customers spend over \$1.9bn globally on more than 70 million small business products during the promotional period, but with a constantly evolving economy, the next generation of entrepreneurs and business owners require the right tools and guidance to help them adapt and succeed online. Amazon's *Small Business, Big Dreams* livestream will give future entrepreneurs inspiration and advice on turning a brilliant start-up idea into a successful business, as well as exploring the impact an engaged online following can have on a brand.

Celebrity business owners, including Patricia Bright, Olivia Attwood, and Montana Brown, will offer their expertise on a range of useful topics for

budding business owners, including the power of influence and the impact it can have on start-ups; going viral and its potential effect upon a business; and how to take a business to the next level once the sales start to come in. Those who tune in will be able to send through questions in advance for the panel which will be moderated by host, Patricia Bright, to discuss and answer.

Alongside the celebrities, small business owners Ky Wright of Human Food, Class of 2022 Forbes 30 under 30's Darcy Laceby of Absolute Collagen, and Olivia Ferdi of TRIP Drinks will join the livestream panel. As experienced Amazon small business selling partners, they will share their personal advice on why combining social media with selling on a store like Amazon can be a great way to take a business to the next level, and how events such as Prime Day offer huge opportunities to their respective brands.

The full line-up consists of:

- Patricia Bright, founder of *The Break*, as panel host
- Olivia Attwood, founder of *Foolish*
- Montana Brown, founder of *Swim Society*
- Darcy Laceby, co-founder of *Absolute Collagen*
- Ky Wright, founder of *Human Food*
- Olivia Ferdi, co-founder director of *TRIP Drinks*
- Emma Jones, founder of *Enterprise Nation*

John Boumphrey, Country Manager, Amazon UK said: *"We're so lucky to have such a talented pool of next generation UK entrepreneurs. We know it can sometimes be tricky to navigate the complexities of launching a business in this digital age, so it's brilliant to see such a great line-up of innovators and experts coming together to give their insights."*

"Over 50% of products sold on Amazon in the UK are from small and medium sized businesses, and key events such as our upcoming Prime Day can have a huge impact on start-ups. Our small business selling partners included in the line-up will be sure to impart their expert advice for those who have a dream of setting up their own successful business."

Patricia Bright, founder of The Break, an empowering online platform for women, said: *"I know from experience that starting your own business is never easy, but I've been lucky to grow my brand largely in part to social media, and I owe everything to my loyal supporters – many who have been with me since day one. I'm excited to lead the panel on behalf of Amazon and to join an important conversation around supporting the future of young entrepreneurs in whatever way I can."*

Olivia Attwood, founder of contemporary luxury brand, Foolish, said: *"I've put my heart and soul into growing the brand identity of Foolish on social media, as that's where my audience lives. I can't wait to join the panel to discuss how to navigate social media as a brand and hopefully help others thrive as a result!"*

Montana Brown, founder of swimwear brand, Swim Society, said: *"It's really important that we support small businesses as much as possible, especially in today's climate. I hope that people send in as many questions as they can during the livestream so we can help them on their business journey."*

This year Amazon has made it easier than ever to support small businesses on Prime Day:

- **Win Big by Supporting Small:** From Tuesday 21st June until Monday 11th July, for every £1 spent on eligible small business products, customers will receive a chance to win great prizes. Hundreds of thousands of customers globally will have a chance to win Amazon gift cards. To learn more, visit co.uk/primedaysweepstakes.
- **Look for the Small Business Badge:** Prime members can discover and shop products from small business brands in Amazon's store with the new Small Business Badge. This new badge makes it easier for members to identify products from small business brands and artisans. To learn more and shop curated collections, visit co.uk/supportsmall.

ENDS

Notes to Editors:

You Shop, Amazon Gives

AmazonSmile is Amazon's charity initiative that allows customers to support their favourite charity, be it local or national, big or small, at no extra cost to the customer or charity. Year round, each time customers shop eligible products with AmazonSmile at smile.amazon.co.uk or in the Amazon Shopping App, Amazon will donate 0.5% of the net purchase price to the customer's chosen charity.

Prime Day Deliveries

Fast delivery on Prime Day orders at no extra cost is made possible thanks to Amazon's global operations network. It's powered by a combination of innovative technology, proximity to our customers, transportation services, dedicated employees, and partners. Amazon continues to build, innovate, and scale this network around the world – from increasing storage capacity with buildings that have the right products in the right places throughout the year, to finding the most efficient way to bring packages to customers while focusing on the safety, well-being, and career advancement of our people and partners who work across the journey of an Amazon package. From an employee preparing a customer's order in one of our fulfilment centres to a Delivery Service Provider and the independent contractors they engage to deliver that Amazon box with a smile, it's our people and partners across our operations network who make it all possible.

More Opportunities to Join Prime

Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In the UK that includes unlimited access to award-winning movies and TV shows with Prime Video, ad-free listening of 2 million songs plus thousands of stations and playlists with Amazon Music, free in-game content and games with Prime Gaming, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, one free pre-released book a month with Amazon First Reads, and incredible savings with Prime Day. Prime was built on the

foundation of unlimited fast delivery at no extra cost. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories and unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more. Prime members can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials, at great prices with two-hour delivery windows on orders over £40 included with Prime– from Amazon Fresh and Morrisons at Amazon. Prime members enjoy unlimited free delivery on their favourite restaurants when they spend £25 or more with 1-year free Deliveroo Plus. University students and apprentices can enjoy the benefits of Prime, including exclusive student discounts, by joining Prime Student – with a six-month trial and then 50% off Prime after that at amazon.co.uk/joinstudent in association with Microsoft Surface. Check if you're eligible for a free trial of Prime at amazon.co.uk/prime. New members can try Prime for 30 days for free. Prime membership costs £79.00 a year or £7.99 a month.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.co.uk/about and follow @AmazonNewsUK.

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