

FOR IMMEDIATE RELEASE



**Contact:** Jimmy Rao, Senior Manager of Strategic Programs, MassHire Metro North Workforce Board, 508-888-9666, [jrao@masshiremetronorth.org](mailto:jrao@masshiremetronorth.org)

### **From Idea to Reality: New Biz Helps Malden Immigrants Launch Businesses**

Massachusetts is home to a growing community of immigrants, and in cities like Malden, many families bring rich cultures, skills, and ambitions to our neighborhoods. Yet newcomers often face real challenges, from navigating language barriers to finding stable employment and accessing the digital tools needed to thrive. New Biz was created to provide culturally relevant training, language-accessible mentorship, and the resources participants need to start and grow their own businesses, which creates opportunities for themselves, their families, and the broader community.

“Malden’s success comes from the strength of our community and our partnerships. New Biz Malden reflects that spirit by helping immigrant entrepreneurs build their businesses, create local jobs, and continue shaping our city’s bright future” said Mayor Gary Christenson of Malden.

“Malden’s diversity is one of its greatest strengths. New Biz Malden helps immigrant entrepreneurs turn their ideas into lasting contributions to our local economy,” added Kashawna Harling, DEI Coordinator, City of Malden.

Building on a successful 2024 pilot in Somerville, the MassHire Metro North Workforce Board (MNWB), in partnership with Malden Center nonprofit, the Immigrant Learning Center (ILC), the City of Malden, the Malden Chamber of Commerce, and MassHire Metro North Career Centers (MNCC), received \$150,000 from the Massachusetts Executive Office of Economic Development (EOED) to expand the program to Malden for immigrant adults.

“With this investment from the Executive Office of Economic Development, MassHire Metro North Workforce Board’s Work to Thrive initiative is excited about the opportunity to expand its entrepreneurship program to Malden,” said Chris Albrizio-Lee, President and CEO, MNWB. “Through this program, we look forward to working with EOED and our project partners to build pathways to entrepreneurship for Malden residents.”

The New Biz program brings together organizational partnerships with deep community ties and expertise. The ILC will serve as lead partner, implementing participant cohorts, providing individualized case management, and delivering high-quality instruction aligned with the program’s curriculum. The City of Malden and the Malden Chamber of Commerce will support outreach, recruitment, and engagement of Malden’s small business community to ensure the program serves a diverse range of local entrepreneurs, with special attention to traditionally underserved populations. ABCD/MassHire Metro North Career Centers will contribute through community outreach and participant engagement to expand access and visibility across the region.

To express your interest in mentoring or participating, visit: [Masshiremetronorth.org/worktothrive](http://Masshiremetronorth.org/worktothrive)

### **About the MassHire Metro North Workforce Board**

The MassHire Metro North Workforce Board (MNWB), incorporated in 1995 as the Metro North Regional Employment Board (REB), is a 501(c)(3) nonprofit organization that serves as the Workforce Development Board (WDB) for the Metro North region of Massachusetts. As one of sixteen local Workforce Development Boards established in Massachusetts by the Workforce Investment Act of 1998 and the Workforce Innovation and Opportunity Act (WIOA) of 2014, MNWB was formed to set local workforce policy, determine how state and federal funds are best used for workforce development, align the needs of employers to the needs of area residents, leverage partnerships to meet the region's workforce needs, and oversee the MassHire Metro North Career Centers (MNCC) where both job search and employer services are provided. Additional information is available at [www.masshiremetronorth.org](http://www.masshiremetronorth.org).

### **About the Massachusetts Executive Office of Economic Development**

The Massachusetts Executive Office of Economic Development (EOED) leads the Commonwealth's efforts to promote vibrant communities, grow businesses, and strengthen the middle class. As a cabinet-level agency, EOED oversees a broad portfolio of economic, business, community, and workforce development initiatives, working collaboratively with public, private, and nonprofit partners across Massachusetts. EOED is committed to advancing equitable opportunities, helping residents access jobs, supporting entrepreneurs, and building an economy where all communities can thrive. Additional information is available at [www.mass.gov/orgs/executive-office-of-economic-development](http://www.mass.gov/orgs/executive-office-of-economic-development)

###

