



# *News Release*

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## **SBA Announces Annual Award Winners**

### **LooHoo, LLC Named SBA's Home-Based Business of the Year for Maine and New England**

Augusta, Maine – The U.S. Small Business Administration is pleased to announce that Cyndi Prince, Founder and CEO of LooHoo, LLC in Camden has been selected to receive the U.S. Small Business Administration's 2014 Home-Based Business Champion Award for Maine and New England. This award is presented to a successful home-based business with at least a 3-year track record.

“Many big and successful ideas come from small, home-based businesses, and LooHoo is no exception,” said Marilyn Geroux, SBA District Director for Maine. “Cyndi’s hard work, ingenuity and creativity make her a true role model for many of Maine’s entrepreneurs and we are delighted to recognize her success with this award for Maine and New England,” added Geroux.

LooHoo, LLC is located in Camden. The company was started in 2010 by Ms. Prince to provide natural alternatives to traditional dryer sheets. Since its founding, the company has consistently grown in sales and clients, including both local and national retailers. The wool dryer balls created by LooHoo are made with material from a local wool mill, and have been featured in local, regional and national forums.

Ms. Prince was nominated for this award by Gigi Guyton of Maine Centers for Women, Work & Community, and will be honored at an SBA celebration luncheon at 12:00 p.m. on June 17, 2014 at the Hilton Garden Inn in Freeport.

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