

[For Immediate Release](#)

Tracee T. Holloway of The Way Up Creative Group LLC Honored as Mansfield, Texas's 2024 Alignable Local Business Person Of The Year and a Top 25 Alignable Business Networker



Publicist and Content Coach Tracee “The Way Up CEO” Holloway receives 2024 award from the Alignable network.

BOSTON, MA: March 5, 2024 -- Alignable's 2024 Local Business Person Of The Year Contest reached unparalleled participation levels, logging a whopping 309,000+ votes, 64,000+ recommendations, and an unheard of number of local winners – over 5,100 across the U.S. and Canada.

The largest online networking platform for business owners, [Alignable.com](https://www.alignable.com) invited its 8.7 million+ members to shout-out local business leaders who've gone above and beyond guiding peers and supporting entire communities, amid challenging economic conditions.

Today, Alignable's network announces that Tracee T. Holloway of The Way Up Creative Group LLC has been elected as Mansfield, Texas's 2024 Business Person Of The Year.

The 2024 contest is the most popular competition Alignable has hosted in over five years, marking a 40% jump in participation over 2023.

During the 2024 contest, which ran from Jan. 8 to Feb. 23, 2024, 5,171 business owners emerged as winners (including ties), across 4,820 communities. That's an increase of 1,195 additional [Local Business People of 2024](#) compared to 2023.

These leaders were commended for helping their peers and communities through a year with many challenges, including rising interest rates and rents, not to mention skyrocketing supply costs.

Tracee T. Holloway said, "I'm incredibly grateful to my entire network for this recognition. In my work with small business owners in our community, I host networking events, provide brand advice, and help forge valuable alliances. We have a strong culture of support, often referring business to one another and offering guidance to those facing challenges. This award is not just for me; it's a testament to the collaborative spirit of our entire community."

Holloway received a special badge on her Alignable profile, recognizing this big win. In past years, the awareness generated through similar contests has spurred expanded connections, as well as new business for many winners.

Driving Recognition, Relationships & Referrals

"Our members can't stop raving about how this contest supercharged the relationships within their networks, which have sparked referrals, ignited fresh business opportunities, and fueled an unstoppable wave of mutual support," said Eric Groves, CEO and Co-Founder of Alignable. "Small business owners are the vibrant heartbeat of their communities, and it's high time they got the recognition they deserve. With over 64,000 recommendations pouring in from [this year's contest](#), it's crystal clear: when small business owners unite, they become an unstoppable force."

To arrange interviews with [Tracee T. Holloway](#) and/or an Alignable representative, please contact Chuck Casto at chuck@alignable.com. He also can offer JPEGs and other visuals, as well as local winner testimonials.

About The Way Up Creative Group

The Way Up Creative Group was founded as an integrated marketing communications agency in 2021 by Tracee T. Holloway, also known as "The Way Up CEO", who was also a Local Business Person of the Year Award winner in 2022. The agency offers coaching and content marketing consulting to elevate brands. At The Way Up Creative Group, the mission is to take brands to new heights by providing customized branding, marketing, and public relations services to help brands communicate value and stand out in the crowd. With a 20-year track record of successes in various industries, Tracee combines experience with a faith-based approach to brand coaching and communication strategies to provide clients with the tools needed to achieve long-term success. Visit the website to schedule a brand elevation call with Coach Tracee at TheWayUpCreative.com.

About Alignable

Alignable.com is the largest online business networking platform for business owners in the U.S. and Canada. With 8.7 million members across 35,000+ communities, Alignable is the network where business owners come together. Whether you're connecting locally, meeting peers in your industry, or finding a catalyst who will introduce you to their network, Alignable is where businesses connect and change their business trajectory.