



**Tracee T. Holloway Of The Way Up Creative Group LLC Honored As Mansfield's  
Local Business Person of 2025**

*Three-Time Honoree Recognized for Continued Impact, Leadership & Community Support*



**BOSTON, MA: March 26, 2025** — Alignable, the largest online networking platform for small businesses, proudly announces that **Tracee T. Holloway**, Founder and CEO of *The Way Up Creative Group LLC*, has been named **Mansfield's 2025 Local Business Person of the Year!**

This marks Tracee's **third win** in this prestigious contest (2022, 2024, and now 2025), along with her **runner-up recognition in 2023**, highlighting her consistent leadership and unwavering commitment to supporting fellow entrepreneurs.

Alignable's 2025 Local Business Person of the Year Contest reached record-breaking levels of engagement, with over **333,000 votes**, **77,000 recommendations**, and **4,750 winners** across the U.S. and Canada.

With more than 9 million small business members, Alignable invited its network to recognize business leaders who consistently uplift their peers, offer support, and contribute to the greater good of their local economies—especially during a time marked by ongoing challenges.

*"In our local business community, we look out for one another. Whether it's offering strategic advice, making referrals, or providing encouragement, we're committed to rising together," said Holloway. "This award reflects that spirit of unity and the strength of our network. I'm proud to be a part of a community that leads with intention and collaboration."*

As a three-time honoree, Holloway continues to stand out for her hands-on leadership, mentorship, and strategic guidance. She received a new badge on her Alignable profile recognizing this latest accolade—an honor that has opened new doors for many past winners.



Many have reported doubling or even tripling their revenue post-recognition. And with the rollout of Alignable's AI-powered **Alignable 360** platform, even greater business growth is on the horizon for active members like Holloway.

## Driving Recognition, Relationships & Referrals

*"This contest has supercharged small business relationships, fueling referrals, fresh opportunities, and a wave of mutual support," said **Eric Groves**, CEO & Co-Founder of Alignable. "Generating more than 77,000 recommendations and 333,000 votes, this friendly competition shows that when small business owners unite, they're unstoppable. It's gratifying to see how strong recognition and relationships can spark such powerful momentum."*

To arrange interviews with **Tracee T. Holloway** or an Alignable representative, contact **Chuck Casto** at [chuck@alignable.com](mailto:chuck@alignable.com). Visuals, including headshots, badge graphics, and testimonials, are available upon request.

---

## About The Way Up Creative Group LLC

**The Way Up Creative Group LLC** is an award-winning branding, marketing, and PR agency based in Mansfield, TX. Led by visionary strategist Tracee T. Holloway, the firm helps businesses elevate their brand, clarify their message, and grow with purpose. The agency specializes in brand coaching, creative campaigns, and community-focused strategies.

Visit Tracee's Alignable profile or learn more at [www.thewayupcreative.com](http://www.thewayupcreative.com).

### Connect with The Way Up Creative

- **Facebook:** [@thewayupcreative](#) | [@thewayupceo](#)
- **Instagram:** [@thewayupcreative](#) | [@thewayupceo](#)
- **LinkedIn:** [The Way Up Creative](#) | [Tracee T. Holloway](#)
- **Join the Alignable Alliance of North Texas:** [Click Here](#)

## About Alignable

Alignable is the largest online network for small business owners across North America. With more than 9 million members, Alignable fosters relationships, referrals, and strategic partnerships that lead to real growth. Visit [www.alignable.com](http://www.alignable.com) to learn more.