



Tracee T. Holloway of The Way Up Creative Group Honored as Mansfield, Texas's 2022 Local Business Person of the Year

BOSTON, MA: February 16, 2022 -- The largest online referral network for small businesses, [Alignable.com](https://alignable.com) is announcing the results of its national search for leaders who've gone above and beyond guiding peers and supporting entire communities as they strive to recover.

Today, Alignable's network has chosen Tracee T. Holloway of The Way Up Creative Group as its 2022 Local Business Person of the Year in Mansfield, Texas!

The 2022 contest is the most popular competition Alignable has ever hosted, marking a 64% increase in participation over last year. **In all, 2,400+ small business owners were elected by their peers to be their Local Business People of the Year across the U.S. and Canada.**

During the contest, which ran from Jan. 10 to Feb. 11, 2022, 160,000+ votes and 32,000+ testimonials were posted praising thousands of local leaders for helping their peers and communities through a turbulent year with many challenges: skyrocketing inflation, labor shortages, supply chain problems, and COVID-19 variants.

Because of these issues, [70% of small businesses have yet to recover and recovery rates have declined 13% since December](#), according to Alignable's latest poll of 6,305 small business owners. This recovery reversal highlights how important it is for the contest winners to continue their work helping even more businesses bounce back from pandemic-era hurdles.

Giving Is The Glue Holding Us Together

“Having the heart to give of my time and expertise is what connects me with my team, my clients, and my community, near and far,” said Holloway. “Learning what inspires their unique goals, strategizing solutions to help resolve their challenges, plus sparking and developing new, creative ideas for their growth is what I am most passionate about. Working alongside so many wonderful people and seeing what we have helped them achieve this year in spite of the pandemic's challenges is simply remarkable. I am so blessed. This award has capped off an unbelievable first year of my new business, and it's just the beginning. I believe we all will go on to even greater heights in 2022. Thank you so much to everyone who supports me and the vision God gave me for The Way Up Creative Group.”



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 Is Key

“This has been a fun and rewarding contest to watch unfold,” said Alignable’s President & Co-Founder Venkat Krishnamurthy. “Local business owners are the heart and soul of their communities and they ought to get way more recognition for all they do. Friendly competition aside, this contest generated some incredible peer testimonials (to the tune of 32,000+), showing exactly why small business owners are stronger together.”

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 other local winner testimonials.

About The Way Up Creative Group

[The Way Up Creative Group](#) was founded by Tracee T. Holloway in 2021. The business offers coaching and content marketing consulting to elevate brands. Tracee uses a faith-based approach to branding and communication strategies to provide clients with the tools needed to achieve long-term success.

About Alignable

[Alignable.com](#) is the largest online referral network for small businesses in the U.S. and Canada. With 7 million+ members across 35,000+ local communities, Alignable is the network where small business owners drive leads and prospects, generate referrals, land new business, build trusted relationships, and share great advice.