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**RUDD RESOURCES NAMED ONE OF THE NATION'S FASTEST-GROWING COMPANIES IN
UNDER-RESOURCED COMMUNITIES**

*Chicago-based public relations firm ranks # 3 on
Initiative for a Competitive Inner City's annual Inner City 100 list*

[Chicago, January 7, 2022] – Rudd Resources LLC announced today that it has been named a winner of the 2021 Inner City 100 (IC100) awarded by [Initiative for a Competitive Inner City](#) (ICIC). Since 1999, ICIC has identified and celebrated the 100 fastest-growing businesses in under-resourced communities in the U.S. through the IC100 award.

The 2021 IC100 winners were evaluated based on revenue growth during the four-year period from 2016 to 2020. Rudd Resources, led by Kimberley Rudd, was ranked #3 on the list based on its four-year revenue growth rate of 1,215%.

“We are thrilled to be on this prestigious list of fast-growing businesses,” Rudd said. “Our growth comes from a smart, hard-working team and clients who feel as passionately as we do about using the power of communication to advance people, communities and ideas.” The firm’s clients include Elevated Chicago, St. Bernard Hospital, Discover (in partnership with Golin), Cummins and author/lecturer Michelle Duster.

This year’s IC100 list was unveiled during an awards ceremony at ICIC’s 2021 Annual Conference held virtually on December 9, 2021.

In light of the economic and financial impact of the COVID-19 pandemic, small businesses are more vital now than ever to local economies and small business ecosystems. It is thus important to recognize and celebrate them for their growth and resilience.

“Achieving multi-year financial growth is a significant accomplishment,” said ICIC CEO Steve Grossman. “The Inner City 100 class of 2021 sustained their momentum amid the unprecedented challenges faced during the pandemic to greatly expand their respective businesses’ revenue – a tremendous milestone we’re proud to celebrate.”

Grossman added, “These firms have been engines of job growth and a healthy, inclusive economy in these incredibly challenging times. They have also been actively engaged in strengthening their communities by donating their time and resources to local organizations and charities. We are truly inspired by our IC100 winners.”

From 2016 to 2020, the 2021 Inner City 100 companies averaged 216% revenue growth and created 3,899 total jobs. Of these 100 winners, 32 are woman-owned/led, and 60 are BIPOC-owned/led, the latter of which is a record high-number in the program’s 23-year history.

2021 IC100 Winners by the Numbers:

Average Company Age:	20 Years
Cities Represented:	51
States Represented:	24
Industries Represented:	24
Woman-Owned/Led:	32
BIPOC-Owned/Led:	60
Veteran-Owned/Led:	5
First-Time Winners:	39
Hall of Famers (won IC100 5 or more times)	21
Average Four-Year Revenue Growth Rate:	216%
Average 2020 Revenue:	\$14.13MM
Total Jobs Created:	3,899
Total Employed by IC100 Winners in 2020:	8,063

To view the full list of 2021 IC100 award winners by ranking and learn more about each company, visit: https://bit.ly/InnerCity100_2021_award_winners.

IC100 Methodology: Recognizing that concentrated poverty exists within metropolitan areas outside of big cities (and that poverty overall is suburbanizing), ICIC has revised its definition of an inner city (or under-resourced area) to encompass large areas of concentrated poverty in suburbs and smaller central cities as well as the large cities on which it has historically focused. The new inner city definition that ICIC has developed includes large low-income, high-poverty areas located in the urban and suburban parts of all but the smallest metropolitan areas. Every year, ICIC identifies, ranks, and awards the 100 fastest-growing businesses located in America's under-resourced communities. In 2021, companies were selected and ranked by revenue growth over the four-year period between 2016 and 2020.

About Rudd Resources

Rudd Resources LLC is a full-service, award-winning public relations firm that handles public affairs, community engagement and storytelling for philanthropic, nonprofit, government and corporate clients. Since 2014, our communications work has advanced people, communities and ideas, and intersects with community development and economic opportunity; diversity, equity and inclusion; transportation and public transit; healthcare and education.

About Initiative for a Competitive Inner City (ICIC):

Initiative for a Competitive Inner City (ICIC) was founded by renowned Harvard Business School Professor Michael Porter in 1994 as a research and strategy organization that today is widely recognized as the preeminent authority on urban economic growth. ICIC drives inclusive economic prosperity in under-resourced communities through innovative research and programs to create jobs, income, and wealth for local residents. Learn more at www.icic.org. Follow us on Twitter and Facebook at [@icicorg](https://twitter.com/icicorg).

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