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FOR IMMEDIATE RELEASE

INDIANAPOLIS ENTREPRENEUR ATTEMPTS WORLD RECORD

Professional business and marketing strategist, Susan Baroncini-Moe, will be attempting to break a Guinness World Record™ for the longest live uninterrupted webcast June 27-28, 2012.

In what will be a non-stop, 36-hour long, live webcast, Susan Baroncini-Moe will bring in some of the world's best and brightest business owners, bestselling authors, and celebrity entrepreneurs to share their proven marketing tips, strategies, and tactics for building and growing your business.

"It's not just about setting a record," says Baroncini-Moe, speaking from her home office in Indianapolis. "It's about teaching entrepreneurs and business owners how to effectively market and grow their business in today's economy. The experts I'll be talking with during the live broadcast are succeeding at the highest levels. I want people to learn what works and what doesn't."

Baroncini-Moe brings the latest business-building techniques and strategies to her clients. "People want to know how to set their business up for success." Perhaps that's why she interviews the world's top entrepreneurs and gets them to reveal their secrets.

The Guinness World Record™ breaking attempt will begin at 9:00 AM on June 27 and will last until 9:00 PM on June 28. The record will be broken officially at 9:01 AM on June 27, but as Susan says, "Why stop there?" The public is welcome to attend the record-breaking attempt at The Alcove at Conrad Indianapolis, located at 50 West Washington Street. Baroncini-Moe says that in particular, small business owners and entrepreneurs will find the webcast and live event extremely educational, entertaining, and informative.

Susan Baroncini-Moe's world record-breaking attempt can be found at <http://BreakARecordWithSusan.com>

About Susan Baroncini-Moe:

Susan Baroncini-Moe is CEO of Business in Blue Jeans, an Indianapolis-based business and marketing consulting firm. She is a sought-after public speaker and is hard at work on her first book, due out January, 2013. Susan lives in Indianapolis with her husband, Leo.

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For more information or to schedule an interview with Susan Baroncini-Moe, call Susan at (317) 529-2345 or email her at susan@businessinbluejeans.com