



**For Immediate Release**

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## **The Penny Hoarder Expands in Pinellas County, Expects to Create 165 New Jobs**

**PINELLAS COUNTY, FLA** – Today, Kyle Taylor, CEO of [The Penny Hoarder](#), owned by [Taylor Media](#), Inc. Magazine's top ranked private media company of 2017, announced that the company has selected Pinellas County for a major expansion. The St. Petersburg-headquartered company recently built out 23,000 square feet on the top floor of 490 1st Avenue S, and expects to hire 165 new employees by 2020.

The Penny Hoarder currently has 80 full-time employees and will need to hire more video editors, writers, data journalists, media analysts, developers and account managers to fuel its growing media empire.

The Penny Hoarder delivers unique money tips to millions of readers every day. The mission of the company is to put more money in readers' pockets by sharing inspiring stories from real people and practical tips anyone can use.

In 2010, CEO and founder, Kyle Taylor, was managing five figures of student loan and credit card debt. Kyle began to blog about his adventures in making and saving money. Readers responded, and this culminated in the launch of [ThePennyHoarder.com](#).

Under his leadership, The Penny Hoarder has grown from a personal blog to one of the largest publications on the web. The Penny Hoarder uses a variety of digital platforms to tell stories about real people and share actionable money-making and -saving tips that make a difference in readers' budgets. He feels passionately that people should earn a livable wage no matter what their job.

"It's hard not to fall in love with this city. We're surrounded by artists, thriving tech companies, and a bustling downtown. In addition, we have a supportive city government, and neighbors like the 12-time Pulitzer winner, Tampa Bay Times, and Poynter, one of the finest journalism schools in the world. St. Petersburg represents the future of media and technology and we're thrilled to call it home."

"Kyle represents the next generation of business leaders in Pinellas County. We're so proud that he will continue to grow his company in St. Petersburg," said Commissioner Janet Long, Chair of the [Pinellas County Board of County Commissioners](#). "I want to thank him for his passion for our community and his commitment to creating great jobs in Pinellas."

"We are thrilled that The Penny Hoarder, a company at the forefront of financial services, creative arts and design, and data analytics - all industry clusters that St. Pete is laser focused on - has chosen to expand here, in our thriving downtown," said Mayor Rick Kriseman. "With a highly skilled workforce, dynamic educational opportunities, and a beautiful and welcoming environment that enhances the creativity and productivity of our residents, our city has become the place where companies and people are creating new success each day."

Pinellas County, in partnership with the [City of St. Petersburg](#) and the State of Florida, competed against sites in New York and Washington D.C. to win this expansion project.

"This expansion is representative of the growing appeal of Pinellas County for digital media, technology, next generation advertising and growing data analytics companies," said Mike Meidel, Director of [Pinellas County Economic Development](#). "We're so pleased that Kyle chose our business community with its adaptable millennial workforce, digital media talent and vibrant quality of life as the best environment for The Penny Hoarder's growth."

"Florida's economy continues to grow and [Enterprise Florida](#) is proud to work with companies like The Penny Hoarder as they choose the best location to expand. Our weather speaks for itself, and the business-friendly climate continues to edge out competing states. Congratulations to The Penny Hoarder on their expansion, and I look forward to seeing them grow even more in the future," said Mike Grissom, interim President & CEO, Enterprise Florida, Inc.

Cissy Proctor, Executive Director of the [Florida Department of Economic Opportunity](#), said, “Florida has a great business climate for entrepreneurs, and I’m glad that Kyle and his team at The Penny Hoarder agree. The company’s expansion is great news for the talented workforce in the Tampa Bay area.”

The Penny Hoarder’s mission extends beyond actionable personal finance tips for their readers. An innovative approach to employee culture has garnered state and national awards as well. The company is bootstrapped and profitable, which allows the leadership to determine their own path forward. This freedom also allows for competitive salaries, benefits and other perks for employees. Learn more about careers at The Penny Hoarder at: <https://www.thepennyhoarder.com/careers/>

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[Taylor Media](#) was ranked by the Inc.5000 as the #1 fastest-growing private media company in the country for the second consecutive year, ranking #25 overall on the list in 2017. Founded by CEO Kyle Taylor, Taylor Media owns [The Penny Hoarder](#), a personal finance website that reaches millions of readers each month. Their mission is to put more money in people’s pockets; they do this by sharing job opportunities, personal success stories, practical tips and more. Whether you’re looking for information on weekend side hustles, ways to shave dollars off your grocery budget, or whether you should contribute to an IRA or 401(k), The Penny Hoarder is here to help you make and save more money.

**Media Contact:**

Lizabeth Cole - Director, Media Relations & Communications

The Penny Hoarder

[liz@ThePennyHoarder.com](mailto:liz@ThePennyHoarder.com)

518-428-0921