



STATE OF CONNECTICUT  
GOVERNOR NED LAMONT

## Governor Lamont Announces Launch of C4: A Regional Hub Connecting Businesses with Content Creators

### CTcollab.com Introduces the Connecticut Content Creator Collaborative, a Platform Designed to Strengthen Partnerships Across the Creator Economy

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HARTFORD, CT) – Governor Ned Lamont today announced the launch of **C4 – the Connecticut Content Creator Collaborative**, a new digital platform designed to connect businesses, organizations, and agencies with content creators and influencers who authentically represent Connecticut.

Now live at [www.ctcollab.com](http://www.ctcollab.com), C4 serves as a centralized, searchable database where content creators can list their profiles at no cost, and where businesses can easily discover, filter, and connect with creators based on industry focus, geography, audience demographics, and content specialty – from lifestyle and culinary to travel, culture, family, and entrepreneurship.

“Connecticut’s story is being told every day by people who live here, work here, and love this place,” **Governor Lamont said**. “C4 is about recognizing that power and giving it structure. This platform helps our businesses connect with authentic storytellers who can grow their bottom line through authentic marketing and helps our creators turn passion into opportunity. It’s a modern economic development tool rooted in creativity, community, and connection.”

The launch of C4 coincides with Content MADE, the latest installment of Connecticut’s MADE Leadership Series, taking place today at the New Britain Museum of American Art with Governor Ned Lamont, Chief Marketing Officer Anthony Anthony, creators, and business partners in attendance.

“Creators are no longer a side channel — they are a primary way people discover places, brands, and experiences,” **Anthony said**. “C4 gives Connecticut a home base for that energy. It’s a smart, practical tool that helps businesses find the right voices, and helps creators build real, professional partnerships that are aligned, transparent, and impactful. Connecticut has an incredible creator community, and for too long there hasn’t been a clear front door for

collaboration. C4 changes that. It makes our creator economy easier to navigate, easier to access, and easier to grow.”

The platform is designed not only for Connecticut-based creators, but also for regional voices who regularly tell Connecticut stories, reflecting how audiences actually consume content today.

C4 listings currently include some of the state’s most influential and trusted voices across food, travel, lifestyle, family, and culture – including **Connecticut Bucket List, Reheated Coffee Club, Alexa Curtis, CTBites, The Connecticut Life, Alex P. Taylor, JimmyOfficial, Mitchell C. Clark, Mommy Poppins Connecticut, Taste Connecticut, Angela Angulo, The New England Couple,** and **justPerezPlay**, with new creators joining daily.

Users can explore creators by:

- Content category (culinary, lifestyle, travel, family, culture, business)
- Geographic focus
- Audience demographics
- Platform reach and specialties

For creators, C4 offers visibility, credibility, and access to new opportunities. For businesses, it provides a trusted, efficient way to find partners who can bring their stories to life.

“C4 isn’t about chasing trends, it’s about building relationships,” **Anthony said.** “When the right creator and the right organization find each other, that’s when real storytelling happens, and that’s when Connecticut wins.”

C4 is free for creators to join and open now for businesses seeking collaboration partners.

To explore the platform or list as a creator, visit [www.ctcollab.com](http://www.ctcollab.com).