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RIGHT TO START RELEASERES “START SHOW” EPISODE FOCUSING ON PEORIA

The Episode Explores Efforts by Entrepreneurs and Policymakers to Enhance Entrepreneurship in this Midwest Center of Agriculture and Manufacturing

Kansas City, MO – September 8, 2020 – Right to Start, the national movement advancing entrepreneurship as a community priority throughout the United States, released today the second episode of its video series on YouTube called “The Start Show” hosted by Victor Hwang, Founder and CEO of Right to Start. The episode focuses on Peoria, IL, and the ongoing efforts of entrepreneurs (“starters”) and policymakers to enhance entrepreneurship in this quintessential Midwest center of agriculture and manufacturing renowned for being a bellwether for product appeal: Will it play in Peoria?

Participating in the episode are the following: The Hon. Julianna Stratton, Lieutenant Governor of Illinois; The Hon. Jim Ardis, Mayor of Peoria; The Hon. Denise Moore, Peoria City Council Member; Jake Hamann, Executive Director of the Peoria Innovation Alliance; Christell Frausto, President of the Greater Peoria Hispanic Chamber of Commerce and owner of Mezcal & Miel Co. and the Christell Frausto Agency; Leigh Ann Brown, CEO of the Morton (IL) Economic Development Council; Michael Hatfield, Business Development Manager for Caterpillar Inc. and co-owner of Zion Coffee Co.; De and John Ingles, Founders, Smiley Graphix Studio; and, Marci Goodwin, Social Media Strategist, Leverage Social. The episode also features a musical performance by six-year-old Peoria piano sensation Amelia Ly (with footage from "Ignite Peoria Music"). The full episode is available here.

“Peoria is a remarkable city with a long tradition of being considered an influential judge of product appeal,” said Victor Hwang, Founder and CEO of Right to Start. “It’s exciting to hear all of the energy and activity that is being invested by a diverse group of Peorians into its entrepreneurial ecosystem. Peoria offers a valuable model for other communities in America.”
Entrepreneurship has long been viewed as a solitary endeavor – the lone starter in a basement or garage. Right to Start’s vision is to transform America so that all communities prioritize entrepreneurship, clearing away obstacles to ensure that every American has an equal right to start and a level playing field on which to embark. “The Start Show” explores entrepreneurship as a community priority in different settings across America. It features starters and the policymakers and civic leaders who support them. “The Start Show” highlights the untold stories of starters, from all races, places, genders, and backgrounds, and the civic infrastructure that enables them to succeed. The first episode – available here – visited Tulsa, OK, to discuss Black entrepreneurship with, among others, Rose Washington, CEO of the Tulsa Economic Development Corporation and former Chair of the Federal Reserve Bank of Kansas City.

In conjunction with “The Start Show,” Right to Start recently launched the “Right to Start Field Guide for Policymakers,” a tool to help identify and remove barriers to entrepreneurship. The Field Guide recommends nine policies for federal policymakers, nine for state officials, and five for local ones. They address reducing barriers, increasing access, and spurring innovation, among other priorities. Each policy is concise and easily conveyed. Each is accompanied by extensive links to additional materials. The Field Guide is designed to be easily downloaded and widely shared to heighten conversation around this crucial topic.

The philosophy behind Right to Start is explored in greater depth in a 40-page book by Victor Hwang, available free, titled We Are All Starters: A Manifesto to Renew Ourselves and Our Nation. Written as a call to action, the book explains the importance of Right to Start, the mission and objectives behind the movement, and the specific ideas it will advance. The book was six months in the making and reflects the insights of more than 100 people. It is available as a shareable PDF, as a paperback book, and on Kindle.

Additional information on Right to Start is available at www.righttostart.org. To speak with Victor Hwang, contact Henry Miller – hmiller@highimpactpartnering.com or 917-921-8034.

About Right to Start

Right to Start is a national nonpartisan movement to advance entrepreneurship as a community priority throughout the United States. Entrepreneurship has long been viewed as a solitary endeavor – the lone starter in a basement or garage. Right to Start’s vision is to transform America so that all communities prioritize entrepreneurship, clearing away obstacles to ensure that every American has an equal right to start and a level playing field on which to embark. The campaign is conducted through two affiliated nonprofit organizations, a 501(c)3 and 501(c)4. More information is available at www.righttostart.org.