

ARTS & ENTERTAINMENT



Videographer Jordan Nicholson rolls the tape as Race to a Million president Dean Pierson interviews Aberdeen Mall marketing and specialty leasing manager Trish Baldwin in a sponsor spotlight. The crew was in the mall interviewing people, asking for their response to the question: What would you do with \$10,000? *Dave Eagles/KTW*

Million reasons to race on

With six months to go until the Race to a Million ends, the people behind the business venture are assessing how far they've already raced.

Among the successes Kimberly Eible, its social-media and marketing director, notes are:

- Creation of a positive reality TV show that focuses on successes that are possible when people

work together;

- More than \$500,00 invested into the program to create the chance for the public, entrepreneurs and non-profit organizations to work together;

- Helping 37 entrepreneurs create 16 new business ventures;

- 3,000 fans on the program's social-media sites;

- Shining a spotlight on Kamloops as more than 2,000 of

the registered fans are from outside the city; and

- Communities outside Kamloops — and Canada — have begun to copy the entrepreneur challenge to create businesses.

The program is an entrepreneurial social-reality show that sees five teams competing to turn \$500 into \$1 million within a year.

Profits will be shared with charity.