

Race to a Million aims for more local followers

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A funny thing happened on the way to a million for the reality show Race to a Million.

Kamloops entrepreneurs created the challenge and Kamloops entrepreneurs are actively competing, but for some reason the show is drawing more interest from Kelowna than it is in its hometown.

"We discovered something fairly shocking," said Peter Cameron-Inglis, co-founder of the show and its parent company, Canada's Mastermind Development Corp. "We have three times as many Facebook friends in Kelowna as there are in Kamloops."

Launched last summer, the show challenges five teams of business people to turn \$500 into \$1 million within a year by making strategic investments that must be ethically, socially and environmentally responsible. Teams will share a portion of their profits with various charities they've chosen.

The plan is to develop the show beyond Kamloops in its second season, but to do that they have to build a bigger following here at home.

"We're really generating a lot of good stuff but we're not having as big an impact as we'd like to see," said Cameron-Inglis.

That's why the show, which airs on Shaw's Cable 10 community channel, went shopping for interest at Aberdeen Mall Friday.

They invited shoppers on camera to explain what they would do with \$10,000 in exchange for a gift and a chance to win the cash.

"We're encouraging Kamloops to become more involved. The show's very out-

side-the-box, but an entrepreneurial show should be."

While there is plenty of entrepreneurial action going on, progress can't be measured with the profits generated to date, he said. Financial viability of their plans is a better indicator. Three of the teams have been working exceptionally hard, he noted.

Team Genie has gone into the beverage business with Kids Coffee and Tea Company.

"They've just launched an online store and they're now determining the potential of opening a physical store."

To their original charity, Make A Wish Foundation, they've added charitable support for the children of the growers while creating products that can be sold by school and athletic fundraising groups.

"They want to create a strategic, philanthropic company that can benefit children's charities at three different levels."

They plan to sell the franchise rights before the contest concludes next summer. Team TRU, meanwhile, is developing its concept of sports banners into a national program for charity.

Another measure of progress comes through the mastermind groups, a circle of business people that preceded the launch of the show.

Cameron-Inglis said 37 entrepreneurs have spawned 16 business startups that would not have otherwise existed.

People can become involved by following the show on Facebook (where 3,100 friends have signed on) or Twitter, subscribing to its YouTube channel or registering as users at www.racetoamillion.ca.

They can also submit their ideas for making money online, earning a chance to win the 10 grand.