

FOR IMMEDIATE RELEASE

Entrepreneurship for All NWA and Springdale Schools Partner to Empower Students through Innovative Entrepreneurship Pilot Program

Springdale, February 15, 2024 – Entrepreneurship for All Northwest Arkansas (EforAll NWA) and Springdale Schools are thrilled to announce a transformative partnership aimed at introducing entrepreneurship and business representation to students in Springdale. This collaborative endeavor seeks to provide students with essential entrepreneurial skills while promoting diversity and inclusion through engaging role models..

Extensive research highlights the significance of early exposure to diverse role models in shaping children's career aspirations. Studies consistently demonstrate that aspirations are influenced by factors such as gender, race, and socioeconomic status. Recognizing this, EforAll NWA and Springdale Schools are dedicated to offering students the opportunity to connect with role models who reflect their identities.

The program, that launched at the beginning of the school year, is multifaceted in its approach:

**Entrepreneurial Speaker Series:** EforAll is spearheading a dynamic series of sessions, strategically designed to bring local entrepreneurs and mentors into Springdale schools. This initiative aims to create a powerful impact by not only offering valuable insights into their inspiring business and career journeys but also by ensuring that these role models mirror the diverse backgrounds of the students. This firsthand exposure becomes a pivotal element, helping students envision diverse paths to success while fostering an entrepreneurial spirit. The deliberate focus on bringing role models who look like them and have succeeded in places they might aspire to is a key aspect of this enriching experience.

**High School Pitch Competition:** In collaboration with the Springdale Schools, EforAll will conduct a pitch competition among high schools to instill entrepreneurial skills in junior and senior students. Each high school will host an internal competition to select finalists who will then compete in a district-wide competition scheduled for April 5th. This initiative will empower students to develop and pitch their innovative ideas, fostering creativity and resilience.

"We believe that providing students with real-world insights from entrepreneurs who reflect the diversity of our community is a powerful way to inspire and encourage the next generation of business leaders," said Olivia Tyson, President, Tyson Family Foundation. "The Tyson Family Foundation is proud to partner with EforAll in this impactful initiative."

"We are excited to collaborate with the Springdale Schools and the Tyson Family Foundation to bring this innovative program to Springdale students," expressed Rodrigo Salas, Executive Director of EforAll NWA. "By connecting students with local entrepreneurs and creating opportunities for them to showcase their own ideas, we aim to ignite a passion for entrepreneurship and empower students to realize their full potential."

Commenting on the collaboration, Rodney Ellis, Workforce Training Director of the Springdale Schools, remarked, "We are thrilled about this partnership with EforAll NWA. Providing our students with exposure to diverse role models and hands-on entrepreneurial experiences aligns with our commitment to fostering well-rounded, innovative leaders for the future. We look forward to the positive impact this program will have on our students' academic and personal development."

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#### About Tyson Family Foundation

Established in 1970, the Tyson Family Foundation supports efforts for education, health, arts and culture and youth programs as well as a scholarship program for Tyson Foods employees and their families. The foundation has endowed and supported local, regional and national organizations committed to furthering access to knowledge, promoting creativity and supporting communities. The Foundation is currently led by President Olivia Tyson.

#### About Entrepreneurship for All (EforAll)

Entrepreneurship for All (EforAll) is a nonprofit organization that partners with communities nationwide to help under-represented individuals successfully start and grow a business through intensive business training, mentorship and an extended professional support network. To date, EforAll alumni have launched over 1,400 businesses. In 2022 alone, its businesses provided 2,108 local jobs and generated over \$66M in revenue, despite the pandemic. Programs are available in both English and Spanish. Visit [eforall.org](http://eforall.org) for more information