



NFTE President Amy Rosen Speaks at The White House Urban Entrepreneurship Forum in New York

Forum discusses how Administration and private sector can support urban entrepreneurs, includes business pitch competition featuring NFTE students

NEW YORK – Aug. 1, 2011 – Amy Rosen, President and CEO of the Network for Teaching Entrepreneurship (NFTE) and current member of President Obama’s Advisory Council on Financial Capability was a featured speaker at today’s White House Urban Entrepreneurship Forum. Rosen spoke about educating kids to take their natural “street smarts and transform them into business smarts” and the important roles schools should be playing in integrating entrepreneurship education into the classroom work of every student in America. The Forum brought together urban entrepreneurs to discuss best practices and how the Administration and private sector can support the growth and success of these entrepreneurs in the global economy. Held at the Monroe College Bronx Campus, the Forum was co-hosted by The White House Business Council, The White House Domestic Policy Council, The Office of the Honorable Michael Bloomberg – Mayor, New York City, Monroe College Small Business Development Center, The Fund for Public Advocacy, Office of Russell Simmons, Minority Business Development Agency, Small Business Administration, 100 Urban Entrepreneurs, Operation HOPE and multiple federal agencies.

“Our mission at NFTE is to nurture and support the entrepreneurial spirit found within underserved young people in communities nationwide, including Manhattan and its surrounding boroughs,” said Rosen. “Today’s Forum reinforced President Obama’s commitment to the critical role entrepreneurship plays in creating new jobs and increasing economic opportunities for entrepreneurs of all ages.”

The Forum also featured a live 60-Second Pitch Event hosted by 100 Urban Entrepreneurs, where entrepreneurs were able to pitch their business for a \$10,000 grant and an eight-week mentorship program. The pitch event opened with NFTE alums Steven Gordon and Anthony Carmona pitching their current businesses.

“It was an honor to have our NFTE students included among some of the best and brightest in today’s 60-Second Pitch Event,” said Rosen. “Not only did they give the participants a run for their money, but this event served as a unique opportunity for our students to experience real-world competition in the marketplace. We look forward to the upcoming competition at the next Forum in Philadelphia.”

The NFTE mission is to provide programs that inspire young people from low-income communities to stay in school, recognize business opportunities and plan for successful futures. As the centerpiece of NFTE’s program, students create and present an original business plan based on their own special interests and talents. Over the past two decades, NFTE has worked with more than 350,000 youth from low-income communities in programs across the U.S. and around the world.

About the Network for Teaching Entrepreneurship

Too many young people today drop out of school and struggle to break the cycle of poverty. Since 1987, the Network for Teaching Entrepreneurship (NFTE) has been inspiring young people to pursue educational opportunities, start their own businesses, and succeed in life. By providing entrepreneurship education programs relevant to the real world, NFTE empowers students to own their educations in and out of the classroom and to find their own path to success. Hundreds of thousands of students have discovered opportunity all around them through entrepreneurship via thousands of certified educators worldwide. NFTE supports active programs in 21 states and 10 other countries through our network of program offices and licensed partners. Entrepreneurs are a powerful driver of economic growth and NFTE sows the seeds of innovation in students worldwide. For more information, visit www.nfte.com.

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