

# DETROIT NATIVE SUN

UNITING &amp; ENLIGHTENING THE COMMUNITY

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## “Stacy’s Rise Program” to help female entrepreneurs grow their businesses

PRNewswire/ -- As a brand founded by a female entrepreneur, Stacy's Pita Chips believes in celebrating strong, hard-working women with entrepreneurial passions. In honor of Women's History Month, Stacy's is continuing its commitment to stand with women by endeavoring to raise \$200,000 this month to support United Way's efforts to reduce the funding gap for female-founded businesses. Stacy's is also announcing the launch of its inaugural Stacy's Rise Program, extending the brand's support of female entrepreneurs by awarding another \$200,000 to help women nourish their food business ambitions. Together, the two efforts have potential to result in a total of \$400,000 committed to support female-founded businesses in 2019.

"Women have always embodied the same capabilities, courage and grit as their male counterparts to create and operate successful businesses," Ciara Dilley, vice president of marketing, Stacy's Snacks said. "However, studies have shown that they continue to lack equal access, growth opportunities and financial investment - receiving only about 2 percent of all venture funding, despite owning 38 percent of the businesses in the country. As a female-founded brand, Stacy's Pita Chips is determined to reduce that disparity and are proud that the Stacy's Rise program will continue building upon a legacy focused on giving female entrepreneurs the nourishment they need to accomplish their dreams."

For the past two years, Stacy's mission to raise awareness for female empowerment and equality has been displayed front and center during Women's History Month through original artwork take-overs of Stacy's Pita Chip bags. This year, Stacy's will continue to celebrate Women's History Month by releasing a third collection of its popular limited-edition bags - designed by all female artists - depicting the six key stages of a female entrepreneur's journey: Inspiration, Courage, Grit, Nourishment, Success and Community. To commemorate the release, Stacy's is issuing a rally call to consumers to help match the brands \$100,000 commitment to United Way's "Women United" program and helping fund microgrants for women entrepreneurs who are interested in opening their own business or growing their existing business. Consumers can join Stacy's in the goal to

raise a total of \$200,000 to support this critical work by visiting [www.stacysnacks.com](http://www.stacysnacks.com) and donating \$10 to receive one of the six limited-edition bags and a commemorative 8x10 print of the featured artwork.

"Women United is a global, growing force consisting of more than 75,000 female leaders who are galvanized to make real and lasting change in their communities," Lisa Bowman, Chief Marketing Officer, United Way Worldwide said. "We are proud to work with Stacy's Pita Chips to support current and future female business owners with funding to sustain their growth and to empower them join the fight for the health, education and economic stability of their communities."

Beyond its Women's History Month partnership with United Way, Stacy's is expanding its support of female-founded businesses through the launch of its first-ever Stacy's Rise Program that will award an additional \$200,000 to help women grow their food-focused businesses.

Working with Alice, a leading online resource for women and other underrepresented entrepreneurs, every applicant will receive education, support, mentorship, and guidance to grow their companies. A team of leading business founders will serve as judges to select five female entrepreneur finalists who will be awarded a \$20,000 funding prize, entrepreneurial advice and network building support. One of these women will win an additional \$100,000 grand prize award to help take their business to the next level.

"Starting with a food cart in Boston, it took a lot of hard work and perseverance to grow Stacy's Pita Chips into what is today," Stacy Madison, founder of Stacy's Pita Chips said. "As a female business owner who has experienced the challenge and journey first-hand, I recognize the importance of empowering women to take leadership roles and pursue their entrepreneurial efforts. I'm so proud to see the continued commitment that Stacy's Pita Chips has to carve a path towards equality for female entrepreneurs so that they too can achieve their dreams."

Applications for the Stacy's Rise Program will open on April 12. For more information, fans can visit [www.stacysnacks.com](http://www.stacysnacks.com).

## United Airlines giving women artists a larger than life canvas: an aircraft

PRNewswire/ -- In advance of Women's History Month United Airlines is launching a first-of-its-kind contest designed to find and uplift underrepresented women artists by providing a chance to paint a canvas like no other - a United Airlines aircraft. While 51% of today's artists are women, less than 13% of art on display in museums is by women artists according to The National Museum of Women in the Arts. Painting a Boeing 757 provides artists with a traveling canvas that flies on average 1.6 million miles a year and 476 cross-country trips.

"As a company, we believe in the importance of equality of women in what has historically been a male dominated field," Jill Kaplan, United's president for New York and New Jersey said. "When we heard the statistics about how underrepresented women are when it comes to displaying their art, we thought what better way to contribute to changing this narrative than by offering the biggest canvas we have access to - an aircraft."

United has long been committed to being a leader in advancing women in the aviation industry. Today the carrier has more women who are pilots than any other airline in the world, including Bebe O'Neil, United's System Chief Pilot, who manages the carrier's 12,600 pilots. The airline has worked with Women in Aviation, a non-profit organization which provides networking, education, mentoring, and scholarship opportunities, for more than 25 years and Girls in Aviation Day to ensure a growing number of female pilots.

"As a global company with inclusion at our core, we constantly seek unique opportunities to celebrate and showcase diverse talents," United's California President Ja-

net Lamkin commented. "We are thrilled to have the opportunity through this unique contest to bring visibility to the work of these exceptional female artists. We take pride in leveraging our global presence to showcase their great work to millions of people who see our planes on the ground and in the sky."

To enter, individuals must identify as a woman, including cisgender, transgender, woman-aligned or non-binary, and reside in the United States, who can visually represent either New York/New Jersey or California, two key markets for the airline, in their own style, while combining the company's mission and what the communities in each region mean to the artist. Two winners, one representing each region, will be chosen and given a chance to work alongside renowned artist Shantell Martin to finalize a design for their respective region's plane. Shantell brings to the contest her talents and work, from the New York City Ballet to a collaboration with Pulitzer Prize-winning artist Kendrick Lamar, which are full of whimsical drawings and storytelling, that are dedicated to making sure other women artists are seen. To enter, individuals are encouraged to visit [united.com/HerArtHere](http://united.com/HerArtHere) and submit a design idea, examples of their work portfolio along with a short video by March 24, 2019. Submissions will be judged and narrowed down to three finalists by a panel of judges from each region, led by each region's president, Janet Lamkin in California and Jill Kaplan in New York/New Jersey from March 25 - April 9, 2019, followed by a public vote from April 10 - April 19, 2019 to determine the winning artists from each region. Finalists and winners will also receive their own open gallery show.

## Protect your finances when caring for kids and elderly relatives

(StatePoint) Despite actively saving and preparing for retirement, members of the sandwich generation have in large numbers been unable to build robust emergency savings and retirement account balances, primarily due to the strain of financially supporting other family members, according to a new survey from The PNC Financial Services Group.

The sandwich generation -- defined as those who are caught between financially supporting children and elderly family members -- is acutely aware of its financial shortcomings, but instead of that knowledge spurring action, the stress of the responsibility is overwhelming to the point of creating an unpreparedness for

the future. In fact, 32 percent of those surveyed report a retirement account balance of less than \$25,000, and are facing additional near-term financial burdens.

"The reality is that the only way to improve your financial situation is to be honest with yourself and commit to making the necessary changes required to prepare for the future," Rich Ramassini, director of Strategy and Sales Performance for PNC Investments said. "We can see that those in the sandwich generation are struggling to save for their own needs. When you add in the demands associated with family now and in the future, it paints a very grim picture for this demographic's future unless they take immediate action."



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