

FOR IMMEDIATE RELEASE

Nelson Davis Television Productions Announces *The Making It! Institute for the Advancement of Business* as a 501-c3 Not-For-Profit Corporation.

Los Angeles, CA (June 25, 2009) – Nelson Davis Television Productions is pleased to announce the IRS approval of *The Making It! Institute for the Advancement of Business* as a 501-c3 not for profit corporation. The creation of The Institute was accelerated in response to our country's recent economic challenges. With so many jobs lost, and fewer employment opportunities available in the current marketplace, more ambitious individuals are considering the entrepreneurial route to economic advancement. The Institute is developing programs that educate, inspire, and place a brighter public spotlight on small and minority business communities.

The Making It! Institute has been a longtime dream and goal for TV Producer and small business expert Nelson Davis. With 20 years of experience producing television's most-lauded small business TV show, *Making It! Minority Success Stories*, Nelson has gained valuable insights and a strong sense of mission regarding the paramount importance of supporting the entrepreneurial spirit in diverse communities. Nelson firmly believes that "the future demands more entrepreneurial thinking and the world would be a better place if it operated on sound business principles. The Institute will supply practical and emotional support for existing and aspiring entrepreneurs as well as strong knowledge sharing opportunities." Some examples of the goals and outreach include the following:

- An annual live event that brings together business owners, corporate partners, and other small business community development stakeholders to share knowledge, exchange ideas and build opportunities.
- Specific community research projects in support of providing information and statistics pertaining to entrepreneurial development. Private and public entities need accurate information for the effective deployment of resources.
- A website, www.MakingItInstitute.org, filled with economic empowerment information available around the clock, along with special interactive features. The entrepreneurial spirit never sleeps.
- A broadcast TV show under the Making It! title so that business owners and other business experts can share their knowledge and experience with the broadest possible audience.

With the support of a select group of corporate partners, the organization will dedicate itself to the education, inspiration, and advancement of small business owners. The Institute is currently in the process of forming its boards of directors and advisers from a community of outstanding business owners and executives.

Nelson Davis Television Productions began in 1988 with the mission to be a leader in promoting and enabling economic empowerment and personal development in minority communities by using electronic media.

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