



FOR IMMEDIATE RELEASE

August 28, 2018

“ScoreYourDream” Major Sales Opportunity

San Jose, CA - SCORE, the nation’s largest network of volunteer, expert business mentors, has partnered with Home Shopping Network (HSN) and the Center for Entrepreneurship at West Valley College to sponsor a Northern California (NorCal) initiative to to prepare entrepreneurs to present their products on HSN’s new program, “American Dreams” and launch them into a new level of success. The program has been previously offered in Salt Lake City, UT; Anchorage, Alaska; Washington DC; and Nashville, TN.

On **Saturday**, September 15th from 9:30AM to 3:30PM at West Valley College in Saratoga, CA there will be a free information session about this opportunity. If you have a product, take advantage of this opportunity! Go to www.scoreyourdream.org to register. This information session will provide important detailed information to help you get the greatest benefit from the American Dream event. It will assist entrepreneurs and product sellers in presenting their products to the Home Shopping Network through participation in the American Dream process.

In the morning **Ron Baron**, past-President of SCORE, Salt Lake will present **HSN American Dreams - The Opportunity, Application Process, and Success Stories**. Ron developed the Home Shopping Network – American Dream/SCORE relationship to assist entrepreneurs in gaining access to a major sales opportunity.

In the afternoon **Corissa Saint Laurent** from **Google** will present **Reach Customers Online**. She will discuss building and managing your digital storefront using Google tools to help your business survive and thrive online. Then **Peter MacDonald** from **IDEO** will discuss **Human-Centered Design**, a creative approach to problem solving that starts with people and arrives at new solutions tailored to meet their needs.

During the second event in November at West Valley College entrepreneurs will have the opportunity to pitch their products directly to HSN executives. All SCORE chapters in Northern California will provide the required support to enable the participants to be successful.

Both events are designed to dovetail into the "American Dreams" mission of helping launch entrepreneurs to a new level of success. Select participants will go on to be featured on "American Dreams," promoting their products to HSN's audience of 96 million households.

These events are not-to-be-missed opportunities for any budding entrepreneur in Northern California.

Contact:

Florence Chen florence.chen@svscore.org 234 E Gish Rd #100, San Jose, CA, 95112

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