



WHAT: At zoos nationwide, aspiring women entrepreneurs gain inspiration to launch their own businesses.

WHY: Launching a new venture is like birthing an elephant: it's a huge undertaking; it takes about 22 months (the gestation period of a baby elephant) and those who stick with it can reap big rewards!

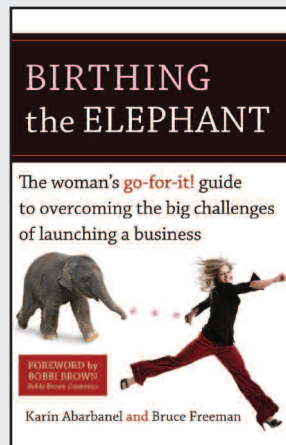
WHO: Bruce Freeman and Karin Abarbanel, authors of *Birthing the Elephant: The Woman's Go-For-It! Guide to Overcoming the Big Challenges of Launching a Business*, team up with zoos across the country and local chapters of the National Association of Women Business Owners (NAWBO) to prepare women entrepreneurs with the mental, emotional and motivational support needed to grow a business that thrives including expert advice on how to substitute brains for bucks, the most common pitfalls women entrepreneurs face and tips to turn breakdowns into breakthroughs. Women and children's charities provide activities for children so that moms can participate in the educational events while their kids enjoy a fun day at the zoo.

WHERE: A national zoo tour kicks off at the Louisville Zoo in Louisville, Kentucky, which is celebrating the recent birth of Scotty the baby elephant.

WHEN: October 2, 2008

LOUISVILLE SPONSORS

- Louisville Zoo
- Spalding University
- University of Louisville College of Business
- Federal Reserve Bank of St. Louis, Louisville Branch
- FranchiseMart Louisville



EVENT SCHEDULE

NAWBO's "Birthing the Elephant: Celebration of Entrepreneurship" breakfast event

Presentation by Bruce Freeman, co-author of *Birthing the Elephant*, book signing to follow
The Olmsted, 3701 Frankfort Avenue—7:30 a.m.

Family Scholar House, a non-profit organization providing services to assist single mothers as they earn their college degrees, **hosts a "Toddler Book Club."**

Bruce Freeman will be on hand for one-on-one consultations with women entrepreneurs
Louisville Zoo's African Outpost—4:30-6 p.m.

VIP Reception

Louisville Zoo—6-8 p.m.

An estimated 25.5 million American small businesses employ more than half the country's private work force, create three of every four new jobs and generate the majority of American innovations.

T e n S p e e d P r e s s

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