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MEDIA ALERT

## **Small Business Camp To Announce Newest Venture: Web-Based, Reality Television Series- *The 16 Week Challenge*<sup>TM</sup>**

**WHAT:** Andrew Morrison's *The 16 Week Challenge*<sup>TM</sup> is a "live" internet reality show which will follow twelve entrepreneurs armed with an idea, as they struggle to make their dreams come true in 16 weeks. Under Mr. Morrison instruction and mentoring, together they will create a reality television show for a major network. International Business Coach and motivational speaker, Andrew Morrison, President of Small Business Camp, will also challenge himself to make \$100,000 at the same time. This weekly 60 minute program is set to begin on Tuesday, April 22<sup>nd</sup> at 10pm EST by going online at [www.16weekchallenge.com](http://www.16weekchallenge.com).

**WHY:** Opportunity to interview the show's creator/host, contestants, sponsors and Brain Trust of on-line volunteers. Learn about the show's usage of the latest Web 2.0 technologies that are making it possible to produce an interactive television show.

**WHERE:** Maya's Lounge & Indian Restaurant  
14 E 33rd St (Between Madison & 5<sup>th</sup> Avenues) in New York City

**WHEN:** Tuesday, April 8th at 6 p.m. EST

**WHO:** Andrew Morrison is founder of *Small Business Camp* - an entrepreneurial training, coaching and consulting firm. He is also the host and creator of *The 16 Week Challenge Television Show*. Mr. Morrison has appeared on the Oprah Winfrey Show - "Young Millionaires" segment, and was featured in publications such as: *The Wall Street Journal*, *Entrepreneur Magazine*, *The Network Journal*, *Crain's Magazine* "40 Under 40 Professionals", and *Advertising Age*. The Direct Marketing Association awarded Mr. Morrison its prestigious Young Direct Marketer of the Year Award. In February of 2007, he trained 1,200 entrepreneurs in Nigeria, West Africa. Earlier this year, Mr. Morrison completed his first book entitled, "21 Questions That Can Build Your Business in 90 Days."