

For Immediate Release

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**CREATE CAMPAIGN, INC. ANNOUNCES NEW HIRES, STAFFING CHANGES TO STRENGTHEN SUPPORT OF
MINORITY ENTREPRENEURS ACROSS THREE MARKETS**

Wichita, KS – [Create Campaign, Inc.](#), a minority business development nonprofit, is expanding its programming and service markets to better meet the needs of diverse entrepreneurs in the region.

“Create Campaign’s growth is a testament to the entrepreneurs who have trusted us to help activate their businesses, and the partners who have given us the resources to anchor our organization’s work,” said Christina Long, President and CEO of Create Campaign, Inc.

New hires include:

Alejo Cabral, who will serve as Create Campaign’s Program Director and will lead the launch of the 12-week Spark Community Business Academy. The academy, which launches in spring 2022, is part of the national [Rising Tide Capital](#) partnership network and will allow academy participants access to mentors, nationwide, to help participants solve specific business challenges.

“For years, Create Campaign has proven itself to be a dynamic, trustworthy and impactful force in Wichita’s entrepreneurial ecosystem,” said Chris Breitenberg, Director of National Program Partnerships at Rising Tide. “They live out their values in powerful ways and have a strong foundation of experience and expertise serving hundreds of entrepreneurs across a myriad of industries. I believe our partnership will be a major success in its vision to increase access, equity, and prosperity for entrepreneurs in Wichita.”

Cabral, who previously worked as the Director of W and Talent for the Wichita Regional Chamber of Commerce says he is privileged to participate with the Create Campaign team.

“For years, I have seen the impact Christina has made in the business and entrepreneurship community,” Cabral said. “It is truly an honor to be joining this institution, which has — undoubtedly — strengthened Wichita’s small businesses community; the backbone of our community.”

Desiree' Allen, who has more than 10 years of corporate and nonprofit experience in recruitment, team building, professional development, strategic implementation and company collaboration, will serve as Create Campaign's Operations Director. Allen will manage logistics, data collection and analysis and provide administration support for the organization and its programming expansion.

"As I began to unpack the economic disparity and the systemic challenges, I found myself engulfed in emotions," Allen said of the barriers facing underrepresented entrepreneurs. "I wanted to help. I did not want to be a victim nor complicit.

"As James Baldwin said, 'Not everything that is faced can be changed, but nothing can be changed until it is faced.' So, here I am, facing those challenges and hopeful that I can do my part to create change courtesy of Create Campaign, Inc."

The organization is also announcing the position change of Iesha Henderson, who will serve as Create Campaign's Graphic Designer after previously serving as its Administrative Support Specialist. Henderson joined Create Campaign in 2019.

Create Campaign's expansion is being fueled by the partner engagement support of [Stand Together Foundation](#), which sees the potential to bring the power of entrepreneurship and expand the pathways to economic empowerment for untapped, talented entrepreneurs throughout Wichita.

Expansion partners, to date, are: Fidelity Bank, Koch Industries, Tom and Katherine Kirk, 6 Meridian, INTRUST Bank and NetWork Kansas.

Create Campaign's programming expansion comes as the organization reestablishes itself in Kansas City, KS following the shift to virtual service support due to the COVID-19 pandemic as well as launching Create Campaign Omaha featuring the nonprofit's curriculum that will be delivered by trained instructors through the POC Collaborative and the Nebraska Enterprise Fund.

A virtual information session for the Wichita-based Spark Community Business Academy will be held on Zoom from 6 p.m.-7 p.m. on January 25, 2022. Information sessions are free and are for business owners who are interested in the Spark Community Business Academy. To register for the session, please visit: www.createcampaignks.com/spark.

"The opportunities ahead for this organization are endless," Long said of Create Campaign. "What began as an event in 2015 is truly transforming into a regional hub for minority business growth, innovation and wealth generation."

For more information about Create Campaign, Inc., please visit: www.createcampaignks.com or email info@createcampaignks.com.

About Create Campaign, Inc.

Create Campaign, Inc. is a 501c3 tax-exempt nonprofit founded to activate urban entrepreneurs in Kansas to launch, innovate and grow. The organization provides workshops, trainings, microloan funds, business coaching and interactive networking opportunities for diverse entrepreneurs. With a service reach across three markets, Create Campaign is positioned to be a hub of minority business growth,

development and advancement. For more information about Create Campaign, Inc., please visit: www.createcampaignks.com or email info@createcampaignks.com.

About Rising Tide Capital

Rising Tide Capital provides business development services designed to transform lives by helping individuals start and grow successful businesses; build communities through collaborations with other non-profits, higher education institutions, corporations, and public agencies; and create a scalable program model with measurable impact which can be replicated in communities of need across the U.S. Learn more at www.risingtidecapital.org.

About Stand Together Foundation

Stand Together Foundation is committed to breaking the cycle of poverty in America by driving change from within communities. We are building a community of social entrepreneurs who believe in people, work from the bottom up, and unite with anyone to do right. Since 2016, we have committed \$100 million and counting to fuel the innovation of nonprofits throughout the country to build stronger, safer communities where all people can learn, contribute, and realize their full potential. Our goal is to help nonprofit leaders maximize their impact to transform more lives out of poverty. Learn more at www.StandTogetherFoundation.org.

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