

FOR IMMEDIATE RELEASE

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Young Entrepreneurs Get Firsthand Account of What it Takes to Run Twisted Root Burger Co.

LUBBOCK, TEXAS – Twisted Root Burger Co. hosted 19 Young Entrepreneurs Academy (YEA!) students in grades six to 12 on Tues., Nov. 1, for a behind-the-scenes look at what it takes to run a thriving restaurant business.

Gabe Vitela, co-owner and general manager, shared tips about breaking into the industry, how to overcome challenges what skills it takes to keep business growing. "I'm happy to do whatever I can to help young entrepreneurs develop their leadership skills and help guide them toward the path to success," said Vitela. "Our company is so excited to have these talented young entrepreneurs visit with us. YEA! provides a terrific opportunity for the young people in our community."

In addition to lessons inside the classroom, YEA! introduces students to all types of businesses through field trips as well as a variety of executive leaders through guest lectures and business mentorship.

By engaging in this hands-on approach to learning through field trips such as this, students gain a real-world understanding of the dedication it takes to be a business owner.

YEA! is a 30-week program that teaches students how to launch and run their own, real businesses. By the end of class, students will be the CEOs of their legally formed businesses or social movements. For more information, visit yeausa.org.

The Young Entrepreneurs Academy

The Young Entrepreneurs Academy (YEA!) is a 501(C) 3 offering groundbreaking year-long classes that teach middle and high school students how to start and run their own businesses. Throughout the class, students develop business ideas, write business plans, conduct market research, pitch their plans to a panel of investors for startup funds, and launch and run their own, fully formed companies and social movements. The project-based program empowers students to take charge of their futures.

Founded in 2004 at the University of Rochester with support from the Kauffman Foundation, YEA! today serves thousands of students nationwide. In 2011, the United States Chamber of Commerce Foundation became a national sponsor and partner of the Academy to help celebrate the spirit of enterprise among today's youth and tomorrow's future leaders.

YEA! bridges the business and educational communities to fulfill its mission of teaching more students how to make a job, not just

take a job. YEA! is made possible by The Kauffman Foundation, the U.S. Chamber of Commerce Foundation and the E. Philip Saunders Foundation. For more information, visit yeausa.org.

U.S. Chamber of Commerce Foundation

The U.S. Chamber of Commerce Foundation is dedicated to strengthening America's long-term competitiveness and educating the public on how the free enterprise system improves society and the economy.

The U.S. Chamber of Commerce is the world's largest business federation representing the interests of more than 3 million businesses of all sizes, sectors, and regions, as well as state and local chambers and industry associations.

Sam's Club

Sam's Club®, a division of Walmart Stores, Inc. (NYSE: WMT), is a leading membership warehouse club offering savings and services to millions of members in 651 clubs in the U.S. and Puerto Rico. Sam's Club offers affordable access to innovative services for families and small business owner, including travel, payroll and HR services, protection plans, legal solutions, cash rewards and more. To learn more about time and money with Sam's Club visit www.SamsClub.com/services.

Lubbock Chamber of Commerce

The Lubbock Chamber of Commerce represents over 2,000 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. The Chamber has twice earned the distinguished 5-Star Accreditation from the U.S. Chamber of Commerce and is a two-time Chamber of the Year recognized by the Association of Chamber of Commerce Executives.

Texas Tech Innovation Hub

The Texas Tech University Innovation Hub at Research Park (the Hub) opened in 2015 to assist in the formation of startup companies relevant to today's local, regional and global economy. Texas Tech is experimenting with new approaches to economic and sustainable development focusing on commercializing and translating research, creating and growing jobs and developing a complete entrepreneurial eco-system with its community, state, and federal partners. Intended as the first of a series of facilities, the Hub, a 40,000 square foot state of the art platinum LEED building equipped with office and wet laboratory facilities is home to robust programs to advance the impact of the region's economic development efforts. The Hub programs support faculty, students, and local entrepreneurs in early and growth stage companies.

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