

# WE'RE BUILDING THE AMERICAN DREAM, *one small business at a time.*



## DEAR PSA DIRECTOR,

Entrepreneurs keep the American dream alive. However, without the necessary support, it can be difficult to achieve success. A business mentor can provide this support. In fact, entrepreneurs who work with a mentor are five times more likely to start a business — and report higher revenues and increased business growth.

### **January is National Mentoring Month.**

National Mentoring Month presents a prime opportunity for SCORE to spread the word about their free mentoring support, training, and resources that help small businesses launch, grow, and thrive.

You can help by airing our “Heart” public service announcement during January and throughout the year. It would contribute significantly to educating Americans about the mentoring services SCORE offers and how it helps small businesses thrive.

On behalf of local small business owners across the country, thank you for your consideration.

*SCORE also has local mentors and small business owners available for interviews, if interested.*

Sincerely,

**Kelly Callahan-Poe**

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