



The Inspiration behind Walk the Dream...

by [Walk the Dream for Small Business](#) on May 13th, 2011

Walk the Dream is a celebration of small business innovation and entrepreneurialism in the U.S. It's a 2011 mile walk covering 29 States in 100 days. We'll walk approximately twenty miles every day in honor of our Nation's greatest asset; innovation and determination. Our walk begins in Atlanta, GA on Sept. 5th, 2011 (Labor Day) and will end on New Year's Eve, 2011. Our travels take us through Eastern, Midwest, West and Southern States.

We're calling our effort a Walk-U-Mentary© as we'll chronicle and share stories about small business owners who are making a difference not only in their industry but their local community as well. People will be able to track our journey and view as well as hear about business people from all walks of life through avenues such as WalktheDream.com, Twitter, Facebook, YouTube and LinkedIn. We also hope our "story" is newsworthy and will be covered by traditional local and national print, television and radio outlets.

We intend to raise national awareness about the importance of a healthy small business community and the vital role played by small businesses in our national economy. Small Businesses employ over half our U.S. workforce, generate over 50% of our total GDP (Gross Domestic Product), are responsible for over 90% of our total exports and hold over 40% of all patents in the U.S. Today, the sad reality is 30% of all new small businesses fail within the first two years and 50% fail within the first five. Through our efforts, we hope to alter this reality one community at a time.

Our inspiration in Walk the Dream is a combination of an endurance challenge ala Susan Komen Foundation and Extreme Home Makeover in so much that it's about building healthy communities. Using a Biblical reference, our end goal with Walk the Dream is to establish local community Seed Groups consisting of business skilled volunteers willing to lend time, support, talent and guidance to between 10 – 15 local small businesses annually; teaching people "how to fish" as opposed to handing them out. Funds raised through our endurance challenge will be used to establish these Seed Groups and provide light funding to local start ups selected.

By establishing Seed Groups from donations received from our Walk, we intend to provide the resources and inspiration necessary to give worthy businesses a better chance for success. The Seed Group's mission is to offer a business community "embrace" in cities throughout the U.S. It all begins with a single, first step.

To learn more about our cause and effort, please visit us at the following:

Website: www.walkthedream.com

Facebook Fan Page: www.facebook.com/walkthedreamsmallbiz

Twitter: [Walkthedreambiz \(http://twitter.com/#!/Walkthedreambiz\)](http://twitter.com/#!/Walkthedreambiz)

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