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## **Warren Buffett's *Secret Millionaires Club* Second Annual "Grow Your Own Business Challenge" Launches December 5**

**Stamford, Conn., December 5, 2012** – Beginning December 5, 2012, kids from all over the country are invited to put their thinking caps on and enter their ideas for new businesses in the 2<sup>nd</sup> annual *Secret Millionaires Club* "Grow Your Own Business Challenge". The *Secret Millionaires Club* is an animated series created by A2 Entertainment featuring the voice of Warren Buffett as a mentor to a group of kids as they learn important financial and entrepreneurial lessons. The Grow Your Own Business Challenge is sponsored by Fairholme Foundation to further their mission of improving education.

Students ages 7-16 are invited to put their entrepreneurial skills to work and create a new business idea for this national online challenge. Entries must be submitted by February 15, 2013. Four individuals and two team finalists in the competition will be flown to Omaha, NE in May 2013 to present their winning ideas to Mr. Buffett and a panel of VIP judges. One Grand Prize individual and one Grand prize team will each be awarded \$5000. The finalists will be invited to nominate a teacher who was most inspirational in the process to join them in Omaha and win up to \$1,000. For full rules and to enter please visit [www.smckids.com](http://www.smckids.com).

The *Secret Millionaires Club* Learn & Earn educational website offers materials for educators, parents and volunteers to extend the valuable lessons from Mr. Buffett into

the classroom, home and afterschool programs. Girls, Inc., Junior Achievement and the Network for Teaching Entrepreneurship (NFTE) are all participating in the program.

“The ideas that the students presented to me last May at the final event were exceptional, says Warren Buffett, CEO of Berkshire Hathaway. “I was delighted to see the students challenge themselves and learn valuable financial lessons that will carry them through their lives”

“We are excited to be sponsoring the *Secret Millionaires Club* Learn & Earn promotion offering a unique and fun opportunity for kids to learn good financial lessons at a young age, says Bruce Berkowitz, trustee of the Fairholme Foundation. “We are looking forward to seeing all the great ideas submitted by young entrepreneurs in this year’s challenge.”

### **About Fairholme Foundation**

The Fairholme Foundation invests in under-valued paths to improving education. Our key: Ignore the crowd by circumventing long-standing roadblocks to progress. The Foundation is a 501(c)3 organization solely funded by Fairholme Capital Management and its affiliates.

### **About A Squared Entertainment LLC**

"A Squared Entertainment (A2) creates, produces, acquires and distributes digital kids' entertainment in all formats across all channels. Headquartered in Los Angeles, A2 is managed by Co-Presidents Andy Heyward and Amy Moynihan Heyward. Among current brands include, lessons in business with Warren Buffett in "Secret Millionaires Club", "Stan Lee and the Mighty Seven", the latest superhero creation from Stan Lee, and the brand management and licensing for Build-a-Bear Workshop."

### **About By Kids For Kids**

By Kids for Kids® (BKFK®) is a platform that empowers youth invention, innovation and entrepreneurship. BKFK promotes youth social innovation and partners with leading corporations to inspire product development, crucial technology skills, invention, and innovation in young people from 8 to 22. BKFK provides a unique platform for young people to develop, showcase, and commercialize their products, inventions and entrepreneurship. BKFK’s “cycle of innovation” develops critical 21st Century skills in our nation’s youth. The company provides educational resources — curriculum and challenges that promote social change, product development and entrepreneurial endeavors. Learn more: [www.bkfk.com](http://www.bkfk.com).

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