

VISION EVENT DESIGNS COMPETING FOR \$50,000 MINORITY BUSINESS AWARD

January 26th, 2009

Atlanta, GA

Vision Event Designs, LLC, an Atlanta-area event planning business, is competing for a grant of up to \$50,000. The annual competition, known as the MillerCoors Urban Entrepreneur Series (MUES), was founded in 1999 by Miller Brewing Company to foster economic empowerment among urban communities.

Vision Event Designs, founded in 2008 by Dayanna L. Robinson and Rona Morris-Hester, specializes in event planning and design services for weddings, social events and corporate events. Their mission is to provide innovative event solutions that delight their customers, and unite their clients' vision with their event design ingenuity and project management expertise.

"We are incredibly excited about the opportunity to compete for this award", said President and Co-Founder Dayanna Robinson. "Our business plan is a solid and intelligent representation of our overall strategy and expectations. Going through this process has really heightened our sense of what owning a business entails, and how to be successful."

During its course, the MUES program has awarded nearly \$1 million in business grants and touched thousands of entrepreneurs through its Business Plan Competition and Seminar Series. Since the program's inception, Miller Brewing Company has partnered with community-based organizations across the country to support and promote the program, including The Atlanta Business League, The Chicago Urban League, and the Greater Dallas Hispanic Chamber of Commerce.

Entrants completed a comprehensive business plan that included elements such as market analysis, marketing strategy, and projected financial statements. Entries will be judged based on not only the merit of the information but also the viability of the business. A regional panel of judges will select the first round of winners. Those selected will then be judged by a national panel. One grand prize winner will be awarded \$50,000, and four second place grants in the amount of \$25,000 each will be awarded. Finalists are expected to be announced this spring.

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