

Scion Motivate Workshop to Support Young Entrepreneurs with Help from Industry Leaders

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TORRANCE, Calif., (March 12, 2013) – Semi-finalists in Scion’s Motivate program will learn from other leading entrepreneurs in the creative community during a three-day workshop in Santa Monica, Calif. from March 13-15. Essential business skills and experiences will be shared by panelists and speakers, including Amy Cospo, vice president/editor-in-chief at Entrepreneur Media Inc., Ilya Pozin, entrepreneur and columnist for Inc. and Forbes, and Harley Finkelstein, entrepreneur and chief platform officer at the online retail platform Shopify.

The Motivate program launched for the first time in October, inviting applicants to submit their career passions and the resources needed to achieve their goals. The 50 chosen semi-finalists will hear from speakers and participate in workshops with an opportunity to incorporate their new business knowledge into their Motivate entries. Beyond the event, participants will walk away with valuable new skills and relationships to further their careers.

At the event’s close, 10 final winners will be selected to each receive a personal business mentor, \$10,000 and a Scion vehicle to promote career success. Winners of the Motivate program will be announced on March 19 and can be viewed at www.scion.com/motivate.

“The Motivate workshop draws on Scion’s deep relationships in the creative community to host what we hope is an empowering experience for young entrepreneurs pursuing their goals,” said Scion Vice President Doug Murtha. “The speakers, workshop leaders and participants themselves all embody the passion we strive to inspire at Scion and through our cars.”

Workshop keynote speakers include Cospo, Pozin and Finkelstein, as well as:

- Levi Maestro, who is known for documenting his life with his popular online show 'Maestro Knows'
- Melanie Campbell, founder and co-owner of Asiadog LLC, a business pairing hot dogs with Asian-inspired toppings
- Doug Pray, documentary film director (Hype!, Art & Copy) who often explores social subcultures
- Jeffrey Lewis, a consultant, author, former Monster.com senior executive and an economic development leader

Additionally more than 20 workshop leaders will come from all over the creative arts community, including designers, online retailers, publishers and artists.

The Motivate program attracted enthusiastic entrepreneurs from around the country and from a variety of different career aspirations. The effort builds off Scion’s overarching “Scion Story” brand campaign launched last fall to highlight the company’s longstanding commitment to individual passions.

Learn more about the Motivate program at www.scion.com/motivate.