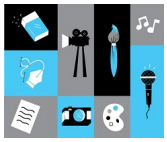
A distance-based enrichment and engagement initiative for students and support for professional creatives across Milwaukee.

Milwaukee - In the midst of the COVID-19 pandemic of 2020 Greater Together is taking a virtual approach to their Greater Equity 2030 Initiative. An initiative that sets a goal of making Milwaukee's creative economy into a truly diverse, equitable, and inclusive industry, and so challenges industry leaders to create 1600 new jobs for diverse and minority talent by 2030.

We see that this is a moment to jumpstart, not postpone, the connections between Milwaukee's youth and its professional creative community.

This is why we're announcing the launch of the Greater Together Creative Challenge with our partners the Greater Milwaukee Foundation, BVK, and Milwaukee Film.



As part of the challenge, professional creatives within the Greater Milwaukee area are invited to serve as Creative Advisors to Emerging Creatives, sharing their expertise with weekly support from Greater Together. Chosen Creative Advisors who have been affected by the

COVID-19 crisis will be able to request a $400.00 honorarium for their time and expertise.

The Challenge will follow an 8-week program that will run from June 22nd to August 15th. The call for entries closes on June 15th, with applications reviewed on a rolling basis. The program will help develop students' voices and creative talents by supporting the production of personal narrative short films alongside community-centered mentorship.

Greater Together, a nonprofit organization that promotes diversity, equity and inclusion in Milwaukee's creative occupations.

Bevin Christie, Greater Equity 2030's Program Director said, "I'm confident Milwaukee's young people have a story to tell and I'm excited to provide them the opportunity to showcase their talent. In turn, we will provide mentoring, "real world" learning opportunities, and exposure to careers and professionals in Milwaukee's creative industry. It's a win-win!"

To be considered, Emerging Creatives, ages 16 plus with parent or guardian permission, are encouraged to pitch their story and professional interests. The Greater Together Creative Challenge process will consist of the creation of short films that capture their personal narratives from Milwaukee in the midst of the COVID-19 pandemic of 2020.

All entries will be judged by a panel of influential celebrities with ties to the Greater Milwaukee area and shown as part of a public showcase in the fall of 2020 during the Milwaukee Film Festival.

Visit the Greater Together website at www.greatertogether.me for more information on the Greater Together Creative Challenge and to submit your entry for consideration.

Greater Together previously launched the Greater Together Challenge, a successful competition focused on generating and advancing ideas that addressed structural racism in Milwaukee. The group also facilitated the process that led to the establishment of the popular Milwaukee People's Flag. Proceeds from the Milwaukee People's Flag help support Greater Equity 2030.