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Edna Karr Wins *Trust Your Crazy Ideas Challenge* for the 2nd Year in a Row

*The Brees Dream Foundation & The Idea Village inspire high school entrepreneurs
in partnership with Google*

(New Orleans) December 6, 2011 – The Brees Dream Foundation and The Idea Village are excited to announce that Edna Karr has been crowned the winner of the annual ***Trust Your Crazy Ideas Challenge*** for the second year in a row. The *Trust Your Crazy Ideas Challenge* is an after-school entrepreneurship program for New Orleans high school students and a signature event of The Idea Village’s annual Entrepreneur Season.

Six months ago, Brittany and Drew Brees challenged teams of nine students from **Edna Karr Secondary School, Lusher Charter School, Walter L. Cohen Sr. High School** and **Warren Easton Senior High School** to develop a pilot t-shirt and corresponding launch strategy for local entrepreneur **Fleurty Girl’s** new youth line. Fleurty Girl is a New Orleans-inspired line of t-shirts, accessories and other locally made goods under the creative vision of founder, Lauren Thom.

Last night, the *Challenge* culminated in the IDEAbowl II at the National World War II Museum where each student team pitched their final recommendation to a panel of judges, including Brittany and Drew Brees. Karr was named the winner, based on a number of criteria including teamwork, proof of concept, attendance, and the “crazy idea quotient.”

Karr’s winning t-shirt design, “#NOLALOVE,” will be sold by Fleurty Girl. The team will also receive a \$10,000 grant from the Brees Dream Foundation to be allocated towards a school project of their choosing and each of the nine students will receive a \$1,000 scholarship from Google, Inc. to support their higher education. The Karr team will also be invited to pitch alongside MBA and corporate IDEAcorns teams during *New Orleans Entrepreneur Week*, March 10 – 16, 2012.

In addition to the grand prize, the Brees Dream Foundation will award \$2,500 grants to Cohen, Lusher, and Warren Easton. These grant funds will also be allocated towards a school project of each team’s choosing.

“The entrepreneurial movement in New Orleans is real. Our partnership with The Idea Village extends this momentum into local high schools, equipping students with an entrepreneurial skill set that will help pave the way for a bright future,” remarks Drew Brees, quarterback of the New Orleans Saints and co-founder of the Brees Dream Foundation.

“We hope that the teams learned the power of turning a bold dream into a reality and that they will continue trusting themselves and their peers to unleash innovative ideas for bettering their schools,” says Brittany Brees, co-founder of the Brees Dream Foundation.

In mid-September, each team was invited to make an “IDEApitch” to a panel of representatives from the Brees Dream Foundation and The Idea Village in order to receive a \$1,000 IDEAgant that provided startup money to cover the cost of program supplies. From there, each team worked to design their t-shirt and refine and execute their launch strategies.

In addition to awarding the \$1,000 student scholarships, **Google** provided direct curriculum support, with Google employees both giving students lessons in HTML5 and demonstrating how students can leverage technology to grow their businesses in the new global marketplace.

The Idea Village and the Brees Dream Foundation share the belief in the promise of turning crazy ideas into great opportunities. In leveraging the respective organizations to promote New Orleans as a center for entrepreneurship, and engaging high schools in the process, we are positioning New Orleans as a world-class model for driving economic and social change.

“Each year, The Idea Village executes an Entrepreneur Season that identifies and supports local entrepreneurial talent. By partnering with the Brees Dream Foundation in the *Trust Your Crazy Idea Challenge*, we are extending our reach into local high school and identifying New Orleans’ next crop of leaders,” says Tim Williamson, co-founder and CEO of The Idea Village.

To learn more about the *Trust Your Crazy Ideas Challenge*, please visit www.ideavillage.org.

ABOUT THE BREES DREAM FOUNDATION

The Brees Dream Foundation was founded in 2003 by Drew and Brittany Brees with a mission to advance research in the fight against Cancer and provide care, education and opportunities for children and families in need. Since its inception, the Brees Dream Foundation has committed more than \$7,000,000 to charitable causes and academic institutions in the New Orleans, San Diego and West Lafayette/Purdue communities. Proud to be a reliable and accountable charity solution, the Brees Dream Foundation will continue to challenge themselves, their teammates and their corporate partners to increase the impact the foundation has on the lives of those in need. (www.drewbrees.com)

ABOUT THE IDEA VILLAGE

The Idea Village was founded in 2000 as an independent 501(c) (3) non-profit organization with a mission to identify, support and retain entrepreneurial talent in New Orleans by providing business resources to high-impact ventures. To date, The Idea Village has provided direct assistance to 1,101 entrepreneurs by engaged a global network of 1,746 MBAs, professionals, and investors to provide over 42,000 consulting hours and allocate over \$2.7 million in capital. Collectively, this portfolio has created 1,006 jobs and generates \$82M each year. (www.ideavillage.org)

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The Edna Karr team poses with Drew and Brittany Brees.