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**RECREATE Expands Demographic to Include Women 40 and Over
Success of Inaugural Action Tank Brings New Developments for 2022 Program**

PHOENIX (Nov. 4, 2021)— Now closing in on the completion of its inaugural business accelerator program, RECREATE Now, LLC, which launched in 2021, has announced the expansion of its membership to include women 40 and over. The RECREATE Action Tank is set to welcome this demographic for its 2022 programs, which launch this January.

The RECREATE Action Tank serves as a complete one-stop-shop incubator for women and is designed to provide members with the laser-focus, tools, and connections, necessary to take their business or nonprofit from idea to launch by the end of the six-month program. With the success of the first program, which was initially targeted to women 50 and over, RECREATE Co-Creators Kimberly Mylls and Melissa Lamson determined future programs would be opened up to applicants ages 40 and over.

“We developed RECREATE after talking with a lot of different women who are in the next play of their lives. This stage is their time to take action, to be authentic and to create a legacy of their own,” says Mylls, a serial entrepreneur who spent more than 20 years in marketing and advertising as well as in the field of leadership coaching, training and public speaking. “We work with bold, adventurous women that are reimagining what’s possible, and our program offers the coaching, connections and accountability to help them bring their idea out to the world. ”

The RECREATE Action Tank was developed to be an “A to Z” format for how to launch a business. Between three key full-day workshops, the RECREATE Action Tank also offers practical virtual business building sessions, “Creation Pods” or accountability groups designed to help keep the members on track with their goals. The Action Tank is unique because it encourages the members to break down their inhibitions, allow for more creativity, spark innovation and have some fun! One day they could be going to a museum, for example, while another event might highlight a pole-dancing class. This social element of the program is at the very core of Mylls’ and Lamson’s vision to “Let enjoyment lead.”

“It’s not just about learning, it’s taking action,” says Lamson, an executive coach, author of six books and speaker who has built and run companies in the U.S. and Europe. “We found a lot of women were tired of traditional networking programs that didn’t offer real value. We are giving these women the opportunity to connect — not only with the people who can help accelerate their idea into a lucrative

business, but also with a community of like-minded women who are excited to grow, build and expand.”

RECREATE partners with the best of the best – women entrepreneurs and leaders such as Christie Kerner, CEO and founder of My Little Mascara Club; Heidi Jannenga, co-founder and chief clinical officer of WebPT; Kathryn Blackwell, former owner of 4,000 franchises under Kahala Brands, which she co-founded; Courtney Klein, co-founder and member of the board of Seed Spot; and Stacey Easterling, vice president of programs for the Virginia G. Piper Charitable Trust. These women, and others, not only fuel the live workshops and provide personalized coaching, they are instrumental in the program’s final event.

On Saturday, January 15, 2022, the RECREATE Action Tank culminates in a live pitch competition. During the event, program members will present their ideas to the panel of judges (who may also serve as future partners or investors), and one woman will win start-up capital from the RECREATE Fund to help launch her business.

As RECREATE gears up for its 2022 sessions, which will include two six-month Action Tank programs, Mylls and Lamson are now accepting applications from women 40 and over. For more information or to apply, visit www.RECREATEnow.org

About RECREATE NOW LLC:

Co-founded in 2020 by Kimberly Mylls and Melissa Lamson, RECREATE is the home of the RECREATE Action Tank, a mastermind and incubator that serves as a one-of-a-kind, one-stop-shop business accelerator for women 40 and over. Throughout the program, Mylls and Lamson — along with a team of highly skilled and successful female business leaders and owners — provide members with the laser-focus, accountability, tools and roadmap needed to launch their ideas into viable businesses or non-profit organizations. RECREATE also includes the important element of fun. The RECREATE tagline of “Create a better life. Create a better world.” defines the mission and commitment Mylls and Lamson dedicate to their members throughout the program and beyond. For more, www.RECREATEnow.org

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