

Minnetonka Mom Competing for an Optimistic Outcome in Minnesota Cup Competition

Mom-invented company is selected from over 500 entrants as a semi-finalist in third annual statewide business competition.

For Immediate Release

Minnetonka, MN, July 9, 2007-- Maureen McKay is a mom who knows a lot about kids and what makes them tick. Aside from being mother to her own child, McKay has helped the children of countless others over the years as a school volunteer and teaching assistant. "Sometimes kids have difficulties at home or at school because they are wired to think and reason in a different way." She formed Optimistic Outcomes, LLC to share simple, tangible strategies with busy parents and caregivers. Her new award-winning book ***Optimistic Outcomes: What Every Parent Wants and Every Child Needs*** shows adults how to help their children master skills and become resilient. "When parents are equipped with the right tools, they can be optimistic about their child's future." said McKay.

In June, her company was named one of 30 semi-finalists in the Third Annual Minnesota Cup; a competition that seeks out and celebrates Minnesota's newest and most innovative business ideas. This year more than 500 contestants from throughout Minnesota entered the first round of the competition. In the next round, 30 semi-finalists will compete to be selected for five finalist positions. The winner, announced in September, will receive \$25,000 in seed capital and advice from Wells Fargo and other leaders in finance, accounting, legal and management support services. The winner will also receive the Minnesota Cup, presented by David and Carolyn Cleveland and sponsored by the University of Minnesota and Wells Fargo. Second and third place winners will receive \$5,000 and \$2,500 respectively.

"This competition is a wonderful way to articulate the mission of Optimistic Outcomes to a panel of accomplished business leaders, investors, and notable entrepreneurs." said McKay, "Our concept is fitting since today's children will be tomorrow's entrepreneurs. As parents, we can maximize every child's learning style and encourage them to be resilient and to think in unique ways. Imagine the breakthrough ideas our kids will have in the future if we foster their entrepreneurial spirits as children. Now that's an Optimistic Outcome."

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