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Press Release



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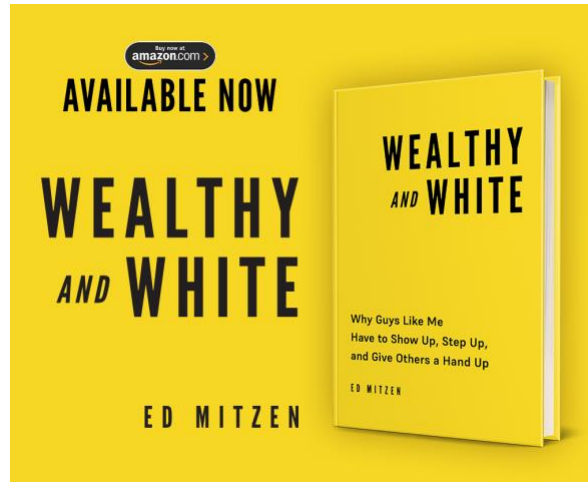
Business for Good

We invest in people to build better businesses, stronger communities, and a more equitable world.

Through sustained investment in people, and a belief in the transformative power of entrepreneurship, we're working toward a world for everyone, built by everyone.

May 31, 2023

Entrepreneur and Philanthropist Ed Mitzen Releases New Book: *Wealthy and White: Why Rich Guys Like Me Have to Show Up, Step Up, and Give Others a Hand Up*



With the release of "Wealthy and White," Ed Mitzen is poised to ignite a vital conversation about privilege, responsibility, and the power of giving back.

Saratoga Springs, NY--Ed Mitzen, acclaimed philanthropist, executive, author, and entrepreneur, is proud to announce the release of his highly anticipated book, [*Wealthy and White: Why Rich Guys Like Me Have to Show Up, Step Up, and Give Others a Hand Up*](#). This groundbreaking work challenges the systemic advantages that white individuals, including Mitzen himself, have historically enjoyed in America and calls for proactive change to uplift others in society. May 30, the release date of the book, is also the date in 1921 when the Tulsa Race Massacre was sparked after a Black teenager (Dick Rowland) was accused of assaulting a white elevator operator. Through poignant storytelling and thought-provoking insights, "Wealthy and White" invites readers to embark on an epic journey of transformation with Mitzen.

About the Book

In "Wealthy and White," Mitzen fearlessly delves into the unspoken caste system that permeates American society. By drawing upon his own experiences as a successful white man, Mitzen exposes the undeniable advantage he has gained from America's historical racial injustice. However, rather than succumbing to complacency, he chooses to break down these barriers and empower others. His mission is clear: to effect change from within the system, leveraging knowledge, influence, wealth, and entrepreneurial spirit to address the chronic societal problems caused by systemic racism. Mitzen's call to action mirrors the values of renowned philanthropist Andrew Carnegie. By embracing intentional philanthropy, he encourages readers to utilize their skills and business acumen to not only create personal success but also to uplift others and inspire positive change. The book provides a roadmap to the rich emotional rewards that come from giving back and the opportunity to leave a lasting legacy.

"Ed's book is a courageous and honest conversation on how to listen, learn and love the power of change in your local community and beyond," said Vanessa Williams, acclaimed actress, singer,

author, designer, connector, and co-founder of Black Theatre United. "I am proud to have him as a friend and ally."

Mitzen's Vision

Ed Mitzen's compelling vision for a more equitable America, combined with his commitment to intentional philanthropy, led Ed and his wife Lisa to co-found the award-winning nonprofit Business for Good. With a strong focus on community-building, arts and culture preservation, emergency services, and combating homelessness and food insecurity, Mitzen actively supports organizations that drive positive change. Ed and Lisa Mitzen won the ChangeMakers Award in 2022 from the Greater Capital Region Chamber of Commerce, a geographic area of focus for Business for Good. Through Mitzen's vision, its efforts were recognized on a national level with a 2022 Fast Company's World Changing Ideas Honorable Mention.

Some of Mitzen and BFG's recent projects with a strong focus on equity include:

- The revitalization of the Lincoln Park Pool, bringing back a much-needed recreational space to the South End Albany community, which neighboring affluent communities often have access to in the summer months.
- The formation of the Albany Black Chamber of Commerce, poised to play a vital role in establishing equitable business opportunities and innovative programs for the BIPOC communities of Albany and the surrounding areas. BFG purchased the University Club in downtown Albany in which the ABCC is housed in, providing an accessible location for the community.
- Entrepreneurial support to Wallace Turner Law, allowing it to become the first female minority-owned law practice in Albany, where it provides essential law services in underserved communities.
- A \$1 million donation to the three known, remaining Tulsa Race Massacre survivors, acknowledging their plight and the racial injustice that occurred in 1921. "Wealthy and White" has already received high praise from Mr. Hughes Van Ellis, a 102-year-old survivor of the Tulsa Race Massacre, who commends Mitzen's efforts. In his advance praise quote, Mr. Van Ellis expresses gratitude for Mitzen's kindness and generosity.

Media interviews are available with Ed Mitzen upon request.

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About Ed Mitzen

Ed Mitzen is a philanthropist, executive, author, and entrepreneur with a track record of success. His businesses have achieved more than \$1 billion in revenue, and Fingerpaint Group, of which he is the founder and CEO, has been recognized as an Inc. 5000 fastest-growing private company for ten consecutive years. Alongside his wife, Lisa, Mitzen co-founded the award-winning Business for Good, a family of nonprofit and for-profit companies, making significant contributions to organizations focused on creating positive change. His personal passions include promoting equity, fostering stronger communities, preserving arts and culture, providing emergency services, and combating homelessness and food insecurity. Ed Mitzen resides in Saratoga Springs, New York.

About Business for Good™

With values rooted in equity, access, opportunity, and prosperity, Business for Good has advanced

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the model of traditional venture philanthropy to Do Good and Give Back to communities in the Greater Capital Region of Albany. Formed in 2020, BFG seeks to give back to move forward and is rooted in the core principle of “for good, not gain.” Its efforts were recognized on a national level with a 2022 Fast Company’s World Changing Ideas Honorable Mention, which recognizes pioneering teams that are playing an important role in the betterment of the world through intentional philanthropy. Comprised of a mission-focused team, Business for Good™ believes no challenge is insurmountable through hard and thoughtful work. With a goal to provide businesses and organizations with sustained support, BFG invests in people for the long term and in every way. Business for Good: building better businesses, stronger communities, and a more equitable world. To learn more, visit www.businessforgood.org