

## Press Release

### FOR IMMEDIATE RELEASE

#### Contact:

Kerry Schrader  
629-777-5689  
kerry@mixtroz.com

### Birmingham Entrepreneur Kerry Schrader Triumphs on ABC's "Press Your Luck"

**Birmingham, AL – [August 16, 2024]** – Local entrepreneur Kerry Schrader, celebrated as the 37th black female to raise over \$1 million in venture capital, recently won over \$400,000 in cash and prizes on ABC's "Press Your Luck," marking one of the largest winnings in the show's history.

"Facing challenges like open heart surgery, breast cancer, succeeding in a male dominant industry and entrepreneurship, I've learned to tackle life's Whammies head-on. Winning this game show is not just about luck; it's about strategy and resilience," comments Kerry Schrader. "My experience on 'Press Your Luck' is a testament to the skills I've honed over years in high-stakes environments."

#### Launching New Coaching Business, KES (*pronounced Keys*)

Inspired by her win, Kerry is launching a new coaching business, KES, aimed at helping individuals navigate their personal and professional challenges. "Navigate your path to success with KES" reflects Kerry's commitment to empowering others through her extensive experience in organizational leadership and personal resilience. More information on her new endeavor is available at [kerryschrader.com](http://kerryschrader.com)

#### A Distinguished Career in Entrepreneurship and HR

Kerry Schrader, co-founder of Mixtroz, has been a significant figure in the tech and business landscape, recognized as an Inc. 100 Female Founder and a Forbes Next 1000 Awardee. Her work in human resources across renowned companies like Ford and Alcoa has established her as a leader in strategic decision-making and organizational development.

#### Local and National Impact

Kerry's entrepreneurial spirit and business acumen have not only influenced the local Birmingham community but have also made waves nationally. She is dedicated to leveraging her expertise to foster growth and innovation within the tech industry and beyond.

#### Media Coverage Invitation

We invite local and national media to cover Kerry's impressive achievement on "Press Your Luck" and her ongoing contributions to entrepreneurship and coaching. For more details on Kerry's career, her new business venture, or to arrange an interview, please contact Kerry Schrader at [kerry@mixtroz.com](mailto:kerry@mixtroz.com) or via [kerryschrader.com](http://kerryschrader.com)

**About Kerry Schrader**

Kerry Schrader is the co-founder of Mixtroz and has spearheaded strategic HR initiatives at major corporations, contributing to her recognition as a trailblazer in the tech and business sectors. Her latest venture, KES, aims to guide clients through life's various challenges, reinforcing her role as a mentor and leader.

**Press Contact**

Kerry Schrader

[kerry@mixtroz.com](mailto:kerry@mixtroz.com)

629-777-5689