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Stories of Successful Businesses Owned by Passionate Bay Area People

Mill Valley, CA, February 19, 2009 – Instead of focusing on the recession or on failing businesses, Jay Hamilton-Roth is producing a television series whose guests have turned their long-term passions into successful businesses. *Business With Passion* shows how each guest's passion arose, flourished, and where it will take the business next. "It doesn't matter if my guest owns an ice cream store or is a CEO of a corporation," Jay Hamilton-Roth says, "what matters is their long-term passion."

Business With Passion's weekly episodes premier on Marin Comcast's public access Channel 26 (starting Monday, March 9, 2009 at 8pm). Shows are now available for viewing online at: TV.ManyGoodIdeas.com. Each half-hour episode showcases how each person has transformed their long-term passion into something more than just a hobby. Many of the guests may not (yet) be household names, but every guest has life-lessons that will help inform, inspire, and motivate the viewers.

The first episode features Jay Harman, CEO of PAX Scientific (a Marin engineering research and design firm that uses streamlining geometries to design dramatically energy efficient, quiet, and ecologically friendly technology).

The second episode features Joe Grand, President of Grand Idea Studio (a San Francisco one-man engineering R&D laboratory) and co-host of Discovery Channel's *Prototype This* television show.

The ongoing series is also looking for local businesses to feature in future episodes. Business owners who have both a long-term passion and have turned it into a successful visually interesting business should contact the producer: Jay Hamilton-Roth (tv@ManyGoodIdeas.com or (415) 389-8920).

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About Many Good Ideas: A creative/marketing/strategy consultancy that helps small businesses innovate, design, and implement successful marketing strategies worldwide.

For additional information on *Business With Passion*, or to schedule an interview with Jay Hamilton-Roth, please call (415) 389-8920 or e-mail him at j@ManyGoodIdeas.com