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**PRESS RELEASE – KEN ACHS HONOURED**

**PRESS RELEASE – on Wednesday, August 29, the NSBA will honour Saskatchewan born businessman and entrepreneur, Ken Achs, at its annual Popcorn and Entrepreneurship event, presented by EY, bringing together the Who’s Who of business in the province, business leaders from outside the province, as well as the up and comers of a younger generation of entrepreneurs in this highly anticipated sold-out event.**

Ken Achs becomes only the fourth recipient of this highly prestigious tribute which will unveil a feature documentary film about his success in the business world. In a few short years, this event has become largely regarded as the preeminent acknowledgement of success for a Saskatchewan entrepreneur who has taken their business success far beyond the borders of Saskatchewan.

The event will begin at 5 PM with a red carpet welcome to guests as they enter the opening reception at the Remai Modern, where leaders of the business community will mingle. Guests will then move into Persephone Theatre at the adjacent Remai Arts Centre for the premiere of the feature, “Driven – The Ken Achs Story”, the inspirational journey of business ups and downs and how the tenacious traits that made Achs the competitive and successful race car driver and inductee into the Canadian Motorsport Hall of Fame and Canadian Drag Racing Hall of Fame, carried over to developing a business *tour de force* spanning Canada and the Western USA. The presentation will be followed by a Q&A with Achs, led by well-known radio personality Brent Loucks. There is an After Party scheduled at the venue with an opportunity for guests to mingle with the documentary’s star after seeing the film. Recipients of the tribute are commemorated by a “Star” installed at the office of the NSBA.

As the name suggests, it’s a night of fun and celebration of business and entrepreneurship as the province’s political leaders, VIP guests, business leaders and movers and shakers celebrate the important role that business plays in this province while paying tribute to a person whose unbridled spirits and determination led to their accomplishments at the highest level, providing inspiration to entrepreneurs.

The documentary feature was produced for the NSBA by Bamboo Shoots.

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