



**FOR IMMEDIATE RELEASE**

Media Contact: Nancy Howard  
[communications@aceloans.org](mailto:communications@aceloans.org)  
Tel: 470-615-1288

**Atlanta Rapper DEANTE' HITCHCOCK Partners with ACE  
Women's Business Center to Help Women Business Owners Succeed**

*Atlanta, Georgia, March 16, 2022* – Today, Grammy-nominated Atlanta rapper Deante' Hitchcock announces the launch of The Mother God Project in partnership with local nonprofit Access to Capital for Entrepreneurs Inc. (ACE) Women's Business Center.

Powered by Deante' Hitchcock, The Mother God Project will provide assistance to 100 women within his community in order to successfully launch their own businesses. The 100 selected participants will each have the opportunity to obtain their own LLCs within Atlanta, in addition to receiving 1:1 coaching and training.

"My girl is a nurse working two jobs and still trying to find purpose — that's a true story," says Deante'. "I just want to help women like her, like my mother, like my friends, to have the support and resources to develop their projects and ideas. There are so many resources out there, and Black women are the last to receive them. I just wanted to do something to tip the scales in their favor. So, whatever that dream or purpose is, let's put it on paper and get support on how to make the most out of it."

Sign up for the program begins March 16<sup>th</sup>. Applicants will be taken through a series of steps to be eligible for the assistance provided to obtain their LLC and launch their business.

Sandra Font is the Director of the ACE Women's Business Center in Atlanta. "We are very excited about this partnership with Deante'," says Font. "Opportunities like this enable us to do what we do best- connect with emerging entrepreneurs and provide them with coaching, tools, and resources they need to ensure they have a solid foundation for their new businesses. At ACE WBC we love to champion women and support them through their entrepreneurship journey!"

The ACE Women's Business Center works with start-ups and existing businesses, focusing on 3 phases: Planning, Implementation and Growth.

To sign up for The Mother God Project or for additional info, visit here:  
<https://deantevh.lnk.to/TheMotherGodProject>

# # #



### About Deante' Hitchcock

Introspective. Talented. Lyricist. These are just a few words to describe Grammy-nominated Atlanta artist Deante' Hitchcock. After dropping out of Georgia Southern University, Deante' decided that rap was his only option and began working harder than ever by releasing mixtapes and videos that created an undeniable buzz. His witty, charismatic social media freestyle videos generated attention, leading him to open for acts such as Lil Uzi Vert and Yo Gotti, and eventually led to a recording deal with Mark Pitts' ByStorm Entertainment.

With several impressive EPs under his lyrical belt (*Good, So Much for Good Luck, Just A Sample, Just A Sample 2*), in 2019, Deante' secured a highly coveted spot on the Grammy-nominated J. Cole and Dreamville compilation album, *Revenge Of The Dreamers III*, which is currently RIAA-certified Platinum. He released his debut album *BETTER* on ByStorm Entertainment/RCA Records in 2020, featuring the single "How TF" feat. 6LACK and collaborations with JID, Young Nudy, Miguel, and St. Beauty. Following suit with the deluxe version of *BETTER* later that year, which featured appearances from Guapdad 4000, Kenny Mason, Ro James, and more, the project solidified Deante' as a must-watch artist within the next wave of Southern rap, garnering critical acclaim and 'Best of 2020' placements across *Complex*, *NPR*, *XXL*, and *UPROXX*.

### About ACE Women's Business Center

The Women's Business Center (WBC) is the educational arm of ACE | Access to Capital for Entrepreneurs. Our mission is to empower women, minorities, and low-to-moderate income entrepreneurs at all stages of business through financial education and training. We are part of a national network of 140 WBCs in the country, all partially funded by the U.S. Small Business Administration (SBA). ACE hosts two WBCs in Georgia, one in Metro Atlanta area, and one that covers the Savannah region.

Women are crucial to the economy of this country and our work is to support underserved Georgia entrepreneurs with education, tools, resources, access to capital, and to establish opportunities to help them develop and grow their businesses.

For more information about ACE WBC, visit <https://aceloans.org/wbc/>