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FOR IMMEDIATE RELEASE

The Newark Public Library Launches Entrepreneurship Program for Returning Citizens Inspired by *Checkmate for the Inmate: From Bars to Business*

Newark, NEW JERSEY, [March 26, 2026] The Newark Public Library is launching a new entrepreneurship initiative for returning citizens on April 6th inspired by the book *Checkmate for the Inmate: From Bars to Business* by author and business consultant Wendy Oliveras.

The 3-month, biweekly program at the Main Library, located at 5 Washington Street, Newark, NJ 07102, introduces participants to entrepreneurship, strategic thinking, and personal development as tools for rebuilding their lives and creating new opportunities. Designed for returning citizens, the program integrates business education with life strategy principles drawn from chess.

The Newark Public Library program will introduce participants to key topics including:

- Self-discovery and identity transformation
- Entrepreneurship and business development
- Financial literacy and credit awareness
- Strategic decision-making and leadership
- Long-term planning and economic mobility

Through this initiative, participants will explore how chess-based thinking, logic, patience, accountability, and strategy can guide both personal decisions and entrepreneurial success.

The Newark Public Library is accepting applications for the program until March 31st. Anyone who has been formerly incarcerated is welcome to apply. For more information and to apply, please visit bit.ly/bbbnpl

To celebrate the launch of the program, The Newark Public Library will also be hosting a panel discussion and book signing event on Thursday, April 2nd, celebrating *Checkmate for the Inmate: From Bars to Business* by Wendy Oliveras, highlighting innovative pathways to entrepreneurship for returning citizens.

This timely conversation will bring together experts to examine reentry challenges while uplifting business ownership as a tool for empowerment, economic mobility, and lasting success after incarceration.

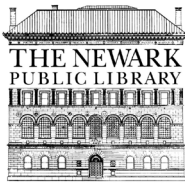
Interested parties can register at bit.ly/bbbnplevent

Oliveras developed the framework after spending more than ten years teaching life skills and entrepreneurship to incarcerated individuals. Her work focuses on helping individuals transition

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from survival thinking to strategic planning, enabling them to create businesses, careers, and stable futures.

Creative Founder and CEO of SHESS Global Alliance LLC DBA Business Beyond Bars and a Statewide Specialty Consultant with the New Jersey Small Business Development Center at Rutgers University-Newark, where she supports entrepreneurs and inventors in building and expanding their ventures.

Her new book, *Checkmate for the Inmate: From Bars to Business*, is available through [Amazon](#) and [BookBaby](#).

The book includes a Foreword by James E. McGreevey, former Governor of New Jersey, Executive Director and Chairman of the New Jersey Reentry Corporation, who emphasizes the importance of education, mentorship, and entrepreneurship in successful reintegration.

For questions about program details and applications:

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More information and to apply:

[Business Beyond Bars- Call for Applications](#)

About the Newark Public Library

Newark Public Library, home of the Philip Roth Personal Library, is located at 5 Washington Street, Newark, NJ. Built in 1899, the Newark Public Library is one of New Jersey's largest and most historic public library systems, serving the city through its Main Library and six branch locations. The Library offers a wide range of services, including literacy programs, digital learning resources, cultural exhibits, and community engagement initiatives.

For more information about the Newark Public Library, its programs, and services, please visit www.npl.org

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