



Press Release

Senior HR Professional and Community Advocate Seeks Run at Position 10 At-Large City Director Seat to Provide a FRESH START for All Residents of Little Rock

Little Rock, AR (July 13, 2020) – With a focus on families and a strong future for all residents of Little Rock, human resources and business leader Sheridan Richards has announced her bid for Position 10 At-Large City Director. “I imagine a Little Rock that provides a better quality of life for all families. Having navigated being a stay at home mother, as well as leading in the corporate, non-profit, and government sectors, I have learned that family is the most important component of a vibrant community,” Richards said.

Richards announced her bid Monday with a campaign promise to provide a Fresh Start as well for all those who are underrepresented and underrecognized throughout the city of Little Rock. As an Air Force kid, Richards has developed a keen eye and ear towards understanding the community and the diverse viewpoints and backgrounds that make up that community. Now calling Little Rock her home, Richards has listened to many in the community. As a board member of AR Kids Read and a faithful member of Saint Mark Baptist Church, she is fueled by the belief that once those who face systemic challenges like poverty and a lack of solid education, health care, affordable housing, and healthy relationships are able to have opportunities to hope, lasting change can occur on both an individual and a community level.

On healthcare: As a senior human resources business partner in the healthcare industry, Richards has seen the impact of unequal access to healthcare and is committed to providing a roadmap for all low-income and underemployed residents to navigate the Little Rock healthcare system.

On families and education: As a mother of two young kids, Richards knows how important healthy parenting and support structures are. She is committed to both envisioning and funding more diverse recreational options for families with varying developmental needs as well as working with the schools to make sure each child is reading at grade level by the time they reach third grade. The end result of this, Richards believes and research has shown, is a decline in poverty, an increase in graduation rates, and children developing a line of sight from where they currently are to the career they dream of having.

On housing: Having worked in human resources for over a decade, Richards has interacted with job-seekers from many walks of life, including those who have grown up in environments where access to basic necessities was lacking. Because of this, and because of the relationships

she has developed with many residents from various parts of Little Rock, Richards is committed to providing ways for all people to have access to safe and affordable housing, and for those of every socio-economic level to be welcomed and included.

"Little Rock is a city ripe with possibilities," Richards explains. "As I look to serve the city well in this position, I will work tirelessly to cultivate those possibilities so that we can provide a better future for all residents of our city."

There is no better time than now to grab hold of a Fresh Start for Little Rock and Sheridan Richards pledges to do just that for all families of Little Rock. Residents can learn more about her at votesheridanrichards.com.

###

Contact Information:

Friends of Sheridan Richards
ATTN: Summer Campbell
P.O. Box 242628
Little Rock, AR 72223

501-291-3779