



**For Immediate Release**

**Campbell River – December 8, 2008:** It’s December again and up at the North Pole Christmas elves are frantically putting final touches on gifts for Santa’s big ride. They aren’t the only ones facing important design decisions. Sparkles or pom poms? Large or small? Blue or red? These are some of the crucial questions facing youth across Vancouver Island as they develop and polish products they will unveil in upcoming Young Entrepreneur Shows sponsored by **Coastal Community Credit Union**.

Students from five elementary schools in Campbell River (Penfield, Pinecrest, Discovery Passage, Quadra and Willow Point) have been having a blast participating in PowerPlay Young Entrepreneurs, a six week program that teaches youth in grades four through eight how to develop and run their own businesses. From market research to product design to advertising, the program uses fun games and hands-on activities to help students plan their enterprises. They then showcase their achievements and make sales at the Young Entrepreneur Show, a dynamic event for the entire school community.

“Coastal Community Credit Union is pleased to partner with PowerPlay Strategies Inc to offer the Young Entrepreneurs program to our local school districts,” says Community Investment Specialist Allyson Prescesky. “Students have so much fun exploring the world of business. They feel empowered to stretch their limits and really take pride in their work.” Prescesky also points out that teachers really appreciate the program. “It’s so easy to implement and has strong connections to a wide variety of subjects including Math, Language Arts, Health and Career Education, and Social Studies. Students also learn about social responsibility by donating a portion of their earnings to a worthy cause.”

Penfield Elementary teacher Frank Schut says the program is very engaging. For example, he felt the energy was electric when his students were doing their market research. “They loved asking the survey questions. Some of them are graphing their results on the computer and now they have the data they need to make product decisions and finalize their prices.” Maureen Schmuland of Discovery Passage Elementary affirms, “The kids are very excited and are working hard. They’re seeing real life connections.” Shoppers can look forward to unique, imaginative gifts from etched drinking glasses and wooden pendant paddles to wire bonsai trees, ice candles, magic mud and beaded bracelets.

To find out how your school can get involved with the program, contact PowerPlay Young Entrepreneurs at 1-888-880-0816. To find out more about the Young Entrepreneurs program, visit [www.cccu.ca](http://www.cccu.ca) or <http://www.powerplay4success.com>.

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Schedule for Showcase Events

Discovery Passage 2050 Pengelley Rd.	Wed., Dec. 3 <sup>rd</sup> 1:00 – 3:00	Quadra Elem. 678 Heriot Rd.	Wed., Dec. 3 <sup>rd</sup> 9:30 a.m. start
Penfield Elementary 525 Hilchey Road	Wed., Dec. 10 <sup>th</sup> 10:30 – 1:00	Pinecrest Elem. 300 S. Birch St.	Thurs., Dec. 11 <sup>th</sup> 10:00 – 2:00

For more information contact:  
Allyson Prescesky, Coastal Community Credit Union 1-250-741-3268  
Bill Roche, PowerPlay Strategies Incorporated 1-888-880-0816



**COASTAL  
COMMUNITY**  
CREDIT UNION

École Willow Point      Thurs., Dec. 18<sup>th</sup>  
250 Larwood Road      11:00 – 2:45



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