



## For Immediate Release

**Comox Valley – 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 École Puntledge Park in Courtenay 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."

PowerPlay Young Entrepreneurs uses fun activities to introduce business planning topics. For example, a creative market research activity helps students make key design decisions. Educator Ed Walker reports that his students are quite excited. "They've completed their market research surveys and have been graphing the results," Walker points out. They are now ready finalize their product features and can start setting prices. Stella Chow, another Puntledge Park teacher, affirms that her students especially enjoy the interactive elements of the program and notes that they are also really into surveying each other. Shoppers can look forward to unique imaginative gifts, from handcrafted pouches, jewelry, doggie treats, candles and pet rocks to ornaments, bookmarks, and handmade soap. One young entrepreneur is sewing little stuffed pigs of his own design. Another has crafted greeting cards with photographs of scenes from nature.

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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### Details for Showcase Event

École Puntledge Park Elementary

Thursday, December 11<sup>th</sup>,

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

401 Willemar Avenue, Courtenay

1:00 – 3:00



**PowerPLAY**  
strategies inc.

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