



For Immediate Release

Nanaimo – December 2, 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 two elementary schools in Nanaimo (Georgia Avenue Community School and École Hammond Bay) 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."

Georgia Avenue teacher Chris Pagan reports that his students are really enthused and excited. "They love the games they play in class," he says. Natalie Sorensen of École Hammond Bay is excited to see creative thinking in action as her grade six students come up with snazzy names and unique marketing materials. "They take this very seriously," she says. "They know that they need to be very professional and respectful." Hammond Bay students are also developing teamwork as they prepare for their big event. "Students are helping each other with posters and even with making products," reports Sorensen. Nanaimo shoppers can look forward to product stands with fun names like "Talking Tiles" and the "Worry Doll Emporium". Imaginative gift ideas range from decorated gloves and magnetic bookmarks to clay tops, handmade jewelry and bath salts. One young entrepreneur is making farm animals with little houses that go with them. Another offers a matching scarf for your teddy when you buy one for yourself.

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 or <http://www.powerplay4success.com>.

###

Schedule for Showcase Events

Georgia Avenue Community School

École Hammond Bay

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

625 Georgia Avenue

Friday, Dec. 5th, 11:00 – 12:15 & 1:00 – 2:00



PowerPLAY
strategies inc.

1025 Morningside Drive

Wednesday, Dec. 10th, 1:00 – 4:00

For more information contact:

Allyson Prescesky, Coastal Community Credit Union 1-250-741-3268

Bill Roche, PowerPlay Strategies Incorporated 1-888-880-0816