

**For Immediate Release**

**Vancouver Island – May 2, 2016:** This spring, Vancouver Island educators are giving PowerPlay Young Entrepreneurs top marks for aligning with British Columbia's redesigned curriculum. They report that the excitement of being at the helm of their own business ventures helps their students build confidence with core competencies such as critical and creative thinking, communication, and personal and social development. Coastal Community Credit Union sponsors this project-based learning experience in many Island schools.

"Elements of this program tie into many different areas of learning," comments Pleasant Valley teacher Sara Craven. The grade 6/7 teacher from Nanaimo uses the program's money planning and market research activities to teach surveying and consumer math. Her students develop colourful posters, banners, leaflets and other marketing materials as art assignments and draw on their English language skills to create professional looking business plans.

"We are proud to support Island teachers with creating personalized learning opportunities for their students," says Allyson Prescesky, Manager of Community Experience and Communications. "PowerPlay Young Entrepreneurs empowers students to take charge of their learning as they explore the world of business. They set and achieve their own goals and overcome obstacles along the way."

Ashley Hallet of Drinkwater Elementary in Duncan has been impressed with her students' ability to think outside the box, citing one student who has made toys from welded spark plugs. In colleague Fiona Somerville's grade 4 class, the experience of repaying small business loans to parents has taught the students valuable lessons in responsibility, planning and follow-through. "They're having those financial conversations with family members. Looking at their faces as they realize they have to pay something back, you can see there's lots of deep thinking going on."

A number of young entrepreneurs have found that the opportunity to make a positive community impact is one of the most rewarding parts of their business experience. At École Robb Road in Comox, Karina McLaughlin's grade 6/7 students have each selected their own charity to donate to, many choosing to give away up to 20% of their profits. One girl with a love of elephants is giving to a Thai wildlife nonprofit. Another young sports enthusiast will donate a portion of his earnings to the Canadian charity KidSport, which funds program registration fees and athletic equipment for low-income youth.

To find out more about PowerPlay Young Entrepreneurs, visit [www.cccu.ca](http://www.cccu.ca) or [www.powerplay4success.com](http://www.powerplay4success.com), or contact PowerPlay Strategies at 1-888-880-0816.

###

**Schedule for Showcase Events**

Drinkwater Elementary 6236 Lane Road, Duncan	Wednesday May 4 <sup>th</sup> 9:00 to 11:00 am & 12:00 to 1:30 pm
École Robb Road 1909 Robb Avenue, Comox	Thursday May 5 <sup>th</sup> 12:30 to 3:00 pm
McGirr Elementary 6199 McGirr Road, Nanaimo	Thursday May 5 <sup>th</sup> 12:30 to 3:00 pm
Pleasant Valley Elementary 6201 Dunbar Road, Nanaimo	Thursday May 5 <sup>th</sup> 12:30 to 2:15 pm
North Cedar Intermediate 6199 McGirr Road, Nanaimo	Thursday May 12 <sup>th</sup> 9:00 to 11:45 am & 12:20 to 1:20 pm

For more information contact:

Allyson Prescesky, Coastal Community Credit Union 1-888-741-1010 or 250-741-3268  
Bill Roche, PowerPlay Strategies Incorporated 1-888-880-0816