

## For Immediate Release

**Comox Valley – May 7, 2012:** When Patrisha Reader asked her grade six students when they first realized that they could start their own businesses many said it was in kindergarten when they first visited the school's Young Entrepreneur Show. Each year, the grade six classes participate in PowerPlay Young Entrepreneurs, an experiential learning program sponsored by Coastal Community Credit Union. After six weeks of planning their own business ventures, the students showcase their achievements and sell products at this exciting event.

"PowerPlay Young Entrepreneurs is a reflection of our long-term commitment to Vancouver Island communities," says Allyson Prescesky, Manager of Community Experience and Communications. "We have been sponsoring this program in local schools since 2003 and we are especially proud that it positively impacts the entire school community. Every year younger classes visit the Young Entrepreneur Show and have the opportunity to learn about business." Reader was thrilled to see that young entrepreneurs from past years had inspired her students' product ideas and marketing strategies.

"Being responsible for their own product development requires students to really tap into their creativity and imaginations," says Prescesky. Perhaps the most unique product at École Robb Road this year is called "Flatties to Fatties", a hand sewn creature that expands with the support of a balloon. There are amazing and mysterious pet rocks, beach-themed bird feeders and pendants with rocks that have been tumbled for six weeks. A zippered wallet crafted from recycled bicycle tubes will be sure to catch the attention of young shoppers.

The program is currently running in fourteen local schools as part of the credit union sponsorship and teachers report that the real-world activities are very impactful. Cathie Jackson of Airport Elementary in Lazo says, "There are lots of practical applications." Her students developed formatting and other related computer skills when creating their business plans. Reader reports that the program was transformational for her students including those who are not motivated academically. She adds, "PowerPlay Young Entrepreneurs gave all my students the chance to showcase their own unique strengths."

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.



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GREAT THINGS



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### Schedule for Showcase Events:

Ecole Robb Road Elementary 1909 Robb Road, Comox	Tuesday, May 8, 2012 12:30 - 3:00 pm
Airport Elementary 1475 Salmonberry Drive, Lazo	Wednesday, May 9, 2012 12:45 - 3:00 pm
Queneesh Elementary 2345 Mission Road, Courtenay	Wednesday, May 23, 2012 12:30 - 2:30 pm

For more information contact:  
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