

For Immediate Release

Vancouver Island – May 23, 2018: This spring, elementary students across Vancouver Island are busy developing their own business ventures with PowerPlay Young Entrepreneurs. As national AccessAbility Week approaches (May 27 to June 2), their teachers have reflected on the way the program has enabled their students with diverse learning styles and challenges to achieve success.

“With this program the students can choose their passion and the avenue that they want to explore,” asserted teacher Nadia Elzinga of her grade 5 French class at École Pauline Haarer in Nanaimo. “I find there is a huge interest with the kids who are disinterested in day-to-day academics,” commented teacher Mathew Zadvorny from Queneesh Elementary in Courtenay. “It’s the whole idea of being in charge, of starting from scratch, creating your own product and making your own money. Some of these kids don’t have money at home and aren’t used to it. I can tell by the questions they’re asking that there’s thought processes going on.”

At North Oyster Elementary in Ladysmith, the teachers creatively adapt PowerPlay Young Entrepreneurs to meet their students’ individual needs. Students with social anxiety and communication issues interact and communicate with others in the context of fun games and skill building activities while students with writing challenges use talk to text technology to create their business plans.

The program also enables students with a variety of learning styles to showcase their strengths in ways that are unique to them as individuals. One student who struggles academically has found that the program is an ideal platform for her to tap into her natural artistic talents and keen interest in business. Commented grade 7 teacher Helen Fall, “She was ready to go. She already had that entrepreneurial spirit and was very excited to be able to do this at school.”

“PowerPlay Young Entrepreneurs has proven to be a great tool for engaging students with a variety of skills, abilities and interests,” says Allyson Prescesky, Senior Manager, Community and Communications. “At Coastal Community Credit Union, we are proud to support a program that is so inclusive. It’s exciting to see how this real-world learning experience helps students expand their view of what is possible.”

To find out more about PowerPlay Young Entrepreneurs, visit www.cccu.ca or www.powerplay4success.com, or contact PowerPlay Strategies at 1-888-880-0816.

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Schedule for Showcase Events

École Mount Prevost Elementary
6177 Somenos Rd., Duncan

Tuesday May 29th
8:15 to 11:05 am

Queneesh Elementary
2345 Mission Road, Courtenay

Wednesday May 30th
10:30 am to 11:45 am & 12:30 to 2:00 pm

École Pauline Haarer
400 Campbell Street, Nanaimo

Tuesday June 5th
12:45 to 3:30 pm

North Oyster Elementary
13470 Cedar Road, Ladysmith

Wednesday June 6th
9:00 to 11:00 am & 5:00 to 6:00 pm

For more information contact:

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



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