

## For Immediate Release

**Vancouver Island – May 3, 2017:** It's never too early to start a business. That is what elementary and middle school students across the Island are learning from a classroom-based program that is sponsored by Coastal Community Credit Union. Students participating in PowerPlay Young Entrepreneurs are having fun designing, making and selling their own products. They are also learning that entrepreneurship is an exciting field that requires them to use many of their skills and talents and to develop new ones.

"Several of my students have approached me and said, 'This is exactly what my parents do'," commented Jasmine Morris who has been running the program with nearly a hundred grade 4/5 students at Wishart Elementary in Sooke. "For the most part, they're far more confident than I would ever be." "Most of my kids have never done anything like this before," enthused Grant Mellemstrand of his grade 6/7 class at École Cobble Hill Elementary in the Cowichan School District. "They're all dialed in and engaged in the process."

"We believe that it's very beneficial to introduce entrepreneurship at an early age," says Allyson Prescesky, Manager of Community Experience and Communications. "PowerPlay Young Entrepreneurs broadens young peoples' awareness of available career options and helps them gain confidence in their ability to plan and carry out successful projects. It teaches them to tap into their creativity and overcome obstacles as they strive to achieve their own personal goals."

The entrepreneurial mindset, practical life skills and social intelligence that young people utilize with the program also prepare them for a broader range of careers. At École Robb Road in Comox, Denis Morin noted the hands-on experience his intermediate class had gained in financial management, informed decision-making and teamwork. He revealed that the experience of doing market research and sales had helped many students conquer their social anxieties. École Phoenix teacher Samantha Ogrodnik of Campbell River emphasized the importance of communication skills. "This is what entrepreneurs have to do," she explained. "They have to be organized and logical when pitching their ideas. They must be confident in what they're talking about."

In the information age, the rules of the market have changed. With the rise of the global economy and the decline of traditional employment the ability to create your own opportunities is more important than ever. "I think that's the way our society is moving," reflected teacher Helen Fall of North Oyster Elementary in Ladysmith. "For my kids, this is sparking their interest in figuring out a way to do something for themselves without relying on other people. All they need is a great idea." To find out more about this program, 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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### **Schedule for Showcase Events**

Huband Park Elementary 5120 Mottishaw Road, Courtenay	Friday May 5 <sup>th</sup> 9:30 to 10:15 am & 10:30 to 11:30 am
North Oyster Elementary 13470 Cedar Road, Ladysmith	Wednesday May 10 <sup>th</sup> 9:00 am to 2:00 pm
École Robb Road Elementary 1909 Robb Avenue, Comox	Thursday May 11 <sup>th</sup> 12:45 to 3:30 pm
École Cobble Hill Elementary 3642 Learning Way, Cobble Hill	Thursday May 11 <sup>th</sup> 9:00 to 11:00 am & 5:00 to 6:00 pm
École Phoenix Middle School 6177 Somenos Rd., Duncan	Tuesday May 16 <sup>th</sup> 11:00 am to 12:00 pm & 12:45 to 1:45 pm
École Mount Prevost Elementary 6177 Somenos Rd., Duncan	Tuesday May 23 <sup>rd</sup> 9:00 to 11:00 am

For more information contact:

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