



FOR IMMEDIATE RELEASE

Local Youth to Participate in Entrepreneurial Amazing Race

Sturgeon Falls, Ontario - May 12, 2016

The West Nipissing Chamber of Commerce has announced that they will be hosting a Youth Entrepreneurship Symposium on Thursday May 26, 2016. The event will begin with high school students from both Northern Secondary School and École secondaire Franco-Cité participating in an Entrepreneurial Amazing Race activity. In teams of 2, students will be racing through Sturgeon Falls' downtown business sector having to complete different challenges at various businesses in order to receive their next clue. Each challenge will be focused on business fundamentals and will provide firsthand experience to the students on a day in the life of an entrepreneur.

“Our goal is to promote entrepreneurship as a viable career option in West Nipissing. We are providing insight into the skills and knowledge needed to be the business leaders of tomorrow”, explained Jeremy Seguin, Youth Entrepreneurship committee member and Chamber Board of Director. To fulfill this goal, the event will also include a seminar on debunking entrepreneurial myths with a panel of two young business owners from the community who will share their journey and experience on what it takes to become a successful entrepreneur.

In an effort to raise awareness for the entrepreneurial opportunities that exist in West Nipissing, the results of a Leakage Analysis and Market Feasibility Study, completed by the West Nipissing Chamber of Commerce and Laurentian University in 2015, will be shared with the students and business community at large. “By informing local students and the business community of the study results and potential for niche markets and business opportunities that West Nipissing has to offer, not only will we expose opportunities for business development, we will also create an opportunity for networking amongst local entrepreneurs and secondary school students”, added Patrick Keough, Chamber President.

The business community is invited to attend a networking BBQ at Northern Secondary School from 5:00 pm to 7:00 pm on May 26, 2016. The study results presentation will take place at 5:15 pm in the auditorium, followed by a BBQ and networking event. The winning team will also be announced and awarded with a prize. The Chamber wishes to inform the downtown business community in Sturgeon Falls that students will be participating in the amazing race activity on May 26, 2016 between the hours of 11:00 am and 2:00 pm. The Chamber wants to make all businesses who are not directly involved in hosting students during this event, aware of the potential for students to visit their business while they are searching for their next clue.

As students search for their next clue, they will get to witness firsthand what West Nipissing businesses have to offer. If you are a business owner and have concerns, please don't hesitate to contact the West Nipissing Chamber of Commerce. The Chamber appreciates the business community's cooperation and involvement in this event. This endeavor would not be possible without the support of partner organizations, the Chamber wants to thank FedNor, RDÉE Ontario, Economic Partners SE/WN, Collège Boréal and the Business Centre Nipissing Parry Sound.

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