



FOR IMMEDIATE RELEASE

## Winners Announced in Entrepreneurial Amazing Race

Sturgeon Falls, Ontario – June 13, 2016

The West Nipissing Chamber of Commerce has announced the winners of the 2016 West Nipissing Entrepreneurial Amazing Race. Students from Northern Secondary School and École secondaire Franco-Cité participated in the event on May 26, 2016 as part of the Youth Entrepreneurship Symposium. Racing through the downtown core of Sturgeon Falls, students visited Stereo Plus, Foodland, the Tribune, and Yogen Früz, with their final stop being at Leisure Farms. During each leg of the race and working alongside local entrepreneurs, teams completed business oriented challenges that provided experience in five diverse sectors. With the race coming down to the wire, two teams were declared winners.

During the evening networking event and BBQ, an awards presentation took place. The team including Timothy Giroux and Kenny Goulais were awarded with a blue tooth speaker and headphones, and the team of Kailey Bushey and Nicholas Sénécal were also awarded with the same prize. In addition to the awards presentation, Professor Luc Lagrandeur from Laurentian University shared the results of a Leakage Analysis and Market Feasibility Study that Laurentian University and the Chamber had completed in 2015. “Our hope is that the experience gained during the race and during the study results presentation, has raised awareness for the career and entrepreneurial opportunities that are present in West Nipissing,” said Chamber President Patrick Keough.

Another announcement was made at the evening event, highlighting an additional competition and prize that was ongoing. During one of the challenges at Yogen Früz, participants were asked to complete an exercise calculating food costs and create a unique Yogen Früz flavour. Once the recipes were received, business owner Theo Tsiogas and his team reviewed the flavour combinations and narrowed the options down to two finalists. “It was great to see how engaged the students were. They all worked very hard to develop a new recipe that achieved both flavour profile and our target food cost,” said Theo Tsiogas. The finalists included Chloé Mailloux and Shawn Page from École secondaire Franco-Cité with the flavour “The Breakfast” and Angélik Baronette and Aimée Allard from Northern Secondary School with their flavour “Amazing Fondue”. Between May 30, 2016 and June 5, 2016, both Yogen Früz flavours were sold to the public and the team with the highest sales were set to be awarded with \$150 worth of gift cards per student from local businesses.

After 1 week of sales, the winning flavour was announced. Created by Chloé Mailloux and Shawn Page from École secondaire Franco-Cité, “The Breakfast” flavour generated 62% of the total sales. “Congratulations to the winners of the Entrepreneurial Amazing Race and Yogen Früz competition. This event provided students with firsthand experience on what local businesses have to offer and gave them a taste of what it takes to be an entrepreneur,” said Patrick Keough.

The Chamber would like to thank the business community for their cooperation during this event as well as all of the business owners and students who participated. The Chamber would also like to acknowledge all of the partners involved for their hard work and support including: FedNor, RDÉE Ontario, Economic Partners SE/WN, Collège Boréal, the Business Centre Nipissing Parry Sound, Caisse Populaire de Nipissing Ouest, the Municipality of West Nipissing and the Ontario Trillium Foundation.



Students from École secondaire Franco-Cité and Northern Secondary School after finishing the West Nipissing Entrepreneurial Amazing Race.

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Contact Information:  
Jolene Lisk, Project Manager  
West Nipissing Chamber of Commerce  
Tel: 705-752-5673 Fax: 705-580-5672  
200 Main Street, Unit B Sturgeon Falls, Ontario P2B 1P2  
Email: [jolene.lisk@westnipissingchamber.ca](mailto:jolene.lisk@westnipissingchamber.ca)

