



YOUNG ENTREPRENEURSHIP DRIVES LOCAL ECONOMY

FOR IMMEDIATE RELEASE – Wednesday, January 21, 2009

SASKATOON, SK – The University of Saskatchewan in partnership with the Canadian Youth Business Foundation (CYBF) are pleased to announce an exciting new partnership that will provide potential young entrepreneurs the opportunity to access pre-launch coaching, early-stage start-up financing, an effective mentoring pool and a plethora of entrepreneurship business resources.

“The CYBF partnership is an important cornerstone for the W. Brett Wilson Centre for Entrepreneurial Excellence”, says Sanj Sing, Director of the Center for Entrepreneurial Excellence. “Like athletes, young entrepreneurs full of potential require numerous hours of intense training guided by a competent coach. Without the guidance, neither the athlete nor the entrepreneur achieves the same level of excellence. CYBF’s network, mentorship and funding combined together with the entrepreneurial training and education provided by the W. Brett Wilson Centre, its faculty and many industry supporters are the scaffolds that will help our young entrepreneurs reach great heights.”

According to Trent Haus, president of OH! Media, “when we launched, CYBF’s assistance was invaluable in jump starting our business and let us focus on developing our core service offerings instead of having to worry about financing. I applaud this partnership between CYBF and the W. Brett Wilson Center because young entrepreneurs need every advantage possible to take their businesses to the next level.”

“The W. Brett Wilson Centre is a great way”, says CYBF Business Manager, *Brittany Schuster*, “to get into the business community and in front of post secondary students who have the potential to start their own businesses. Community Partners are critical to what we do. They are the storefront operation in the local community. They know the market, they know if a business idea makes sense, and if it’s feasible, as we depend on them very much. This partnership also provides the University of Saskatchewan with another way to help their students after graduation by either helping them find a career or in our case help them start their own career.”

The Canadian Youth Business Foundation (CYBF) is a national charity dedicated to growing our nation's economy one young entrepreneur at a time. We look at character not collateral, when providing youth, age 18-34, with pre-launch coaching, business resources, start-up financing and mentoring, to help them launch and sustain a successful entrepreneurial business.

Founded in 1996, CYBF has invested to date in more than 2,800 young entrepreneurs, whose businesses have generated more than \$300 million in sales revenue, \$69 million in tax revenue, \$33 million in export revenue, and created more than 15,000 new jobs. Through CYBF's national network of community partners, we are able to deliver our program coast to coast with more than 2,600 volunteers across Canada. Information about CYBF is available at www.cybf.ca.

FOR MORE INFORMATION

Sanj Singh, Director, W. Brett Wilson Center for Entrepreneurial Excellence
P: (306) 966-2921 E: singh@edwards.usask.ca

Brittany Schuster, Business Manager, Canadian Youth Business Foundation
P: (403) 265-3228 E: bschuster@cybf.ca