

NEWS RELEASE

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For Immediate Release:

United Way Introduces Youth Scholarship at 2006 Student Leadership Conference

United Way of Winnipeg's Youth Relations Council proudly unveiled the Youth Leaders in Action Scholarship during the 2006 Student Leadership Conference at Canad Inns Polo Park today.

Designed to recognize and encourage the city's young community leaders, a total of four \$500 scholarships will be awarded to eligible students aged 30 and younger in 2007. To qualify, applicants must attend or have been accepted by a Winnipeg post-secondary institution, possess proven leadership capabilities, a demonstrated financial need and a commitment to the community at a neighbourhood level.

"This scholarship is a natural extension of what United Way's Youth Relations Council is all about," said Lainey Shrom, a member of United Way's Youth Relations Council. "We actively support and promote Winnipeg's youth so they can continue doing their part to help make Winnipeg a better place today and in the years to come."

Eric Friesen, United Way's Manager of Youth programs agreed. "Today's conference is the perfect place to introduce the Youth Leaders in Action Scholarship," he said. "These four new scholarships are meant to celebrate and inspire our city's young, energetic leaders and their accomplishments."

United Way's Student Leadership Conference is a one-day series of educational seminars and workshops specifically aimed at Winnipeg high school students from grades 9 to 12. Its purpose: to teach students how they can "Turn Ideas into Action" by creating and implementing volunteer projects of their own.

Guest speakers at this year's event were Chrissy Troy of HOT 103 FM Radio and Stephen Wilson, Executive Director of Graffiti Art Programming. Workshop topics included basic and advanced youth leadership, how to plan a community project, public speaking, fundraising as well as how to build an effective student council. Presentations and workshops featured speakers from Kā Ni Kānichihk, Big Brothers Big Sisters, Rossbrook House, Ndinawemaaganag Endaawaad, Spence Neighbourhood Association, and Boys & Girls Clubs of Winnipeg – just a few of the over 80 United Way-funded agencies in Winnipeg.

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For the fourth consecutive year, United Way's Student Leadership Conference was sponsored by Great-West Life, which is also the major sponsor of United Way's Student Community Service Award program. Since 2000, Great-West and its subsidiaries – London Life and Canada Life – have received the United Way's "Thanks a Million Award", for having contributed over \$1 million annually in corporate and workplace donations to United Way campaigns across Canada.

As a leading financial services provider, Great-West and its subsidiaries serve the financial security needs of more than 12 million people across Canada. Through their national program for corporate citizenship, the Key to Giving™, these companies contribute directly to hundreds of non-profit and charitable organizations across the country.

United Way of Winnipeg is a community-connected, community-directed organization that invest strategies Winnipeggers themselves have identified as most important, including encouraging successful children and youth, reducing poverty and marginalization and building stronger, safer neighbourhoods. United Way's mission is to improve lives and build community by engaging individuals and mobilizing collective action.

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