



## EXECUTIVE SUMMARY

### GREATER TORONTO AREA 'HOW WE RISE' YOUTH EMPOWERMENT PROJECT

'How We Rise' is a three month youth empowerment project utilizing viral video vignettes and high school forums by celebrities, young entrepreneurs and youth in transition providing their testimonials of courageous perseverance to encourage youth to pursue their dreams despite the obstacles.

The proposed autumn 2011 project is an inspirational beacon addressing the researched and publicized career bewilderment, lack of focus and absence of life goals restraining the lives and potential of today's youth. The project will also re-direct the teenage energy being spent on illegal enterprises to the realization that there are safe and significant financial rewards achievable through accepting the challenge of the moral path.

Engaging youth through entertainment will be a significant part of our motivational infotainment project, as we will be hosting regional concerts and producing a ten (10) track album featuring the talents of Toronto's established and emerging musical artists. Our goal to increase tenacious career ambition, persistent young entrepreneurship and resilient transitioning youth will be supported by a multi-media public relations campaign.

The public relations campaign which commences with challenging Torontonians visual artists to design the campaign's logo for a sponsored prize will also include the artists, young entrepreneurs and youth in transition speaking about their involvement in the project. They will also participate in our publicity blitz about what the project means to them as rising people in business whilst encouraging others to submit their stories through online postings, social media video blogs and branded television and radio competitions sponsored by the project's sponsors.

We look forward to discussing this exciting project in further detail with you. Thank you for your time and consideration in reviewing our proposed youth empowerment project strengthening the visionary ambitions of the youth of the Greater Toronto Area.

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