



MEDIA RELEASE

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945 Princess St.
at Innovation Park
Kingston, Ontario
Canada K7L 3N6

Tel: (613) 544-2725
Toll Free: 1-866-665-3326
Fax: (613) 546-2882

www.kingstoncanada.com

LOCAL YOUTH LAUNCH NEW BUSINESS VENTURES

Kingston, ON – Summer Company 2010 will officially launch on Saturday, June 5 with a showcase of young entrepreneurs starting their own businesses this summer. The opening event will take place at 122 Princess Street, unit 3 (beside the former Fabricland location) from 10am -3pm on Saturday. Students will be onsite with display booths showcasing their products and services.

Summer Company is an Ontario government program funded by the Ministry of Economic Development and Trade (MEDT) which grants eligible students between the ages of 15-29 years up to \$1,500 for start up costs and up to an additional \$1,500 for successful completion of the program. The Entrepreneurship Centre at KEDCO has been overseeing the MEDT Summer Company program in Kingston and the surrounding area for the past nine years. Participating students are assisted by KEDCO's Youth Business Counsellors throughout the entire process and receive hands-on training in various aspects of business such as bookkeeping, networking and marketing. "I'm extremely proud of the Summer Company program and the opportunity it offers Kingston's youth to experience what it is like to run their own business. Kingston is an entrepreneurial city and it is great to see young people becoming engaged in the world of business and exploring their passions," notes John Gerretsen, MPP, Kingston and the Islands.

"Every year we see more and more enthusiastic and excited students bring their budding business ideas to fruition for the course of the summer, and in many cases they keep their businesses operating throughout the school year. Some students have even expanded and hired people! It's a great learning experience for the students and an excellent way to build their resume and earn some spending money," says William Miranda, Youth Business Counsellor with The Entrepreneurship Centre at KEDCO. "Applications are currently being finalized, but confirmed businesses this year include dog and equine massage therapy and training, personal training, green consulting, and adventure tourism canoe trips."

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Participation in Kingston's Summer Company program is at an all-time high. "This year we received over 100 applications competing for up to 25 spots in the program. It is outstanding! The quality of the applications and types of business are truly amazing. This year has seen the toughest competition for awards that the province has ever seen. This truly demonstrates the passion our local youth have to strive for success within our community," states Kristina Sutton, Youth Business Counsellor with The Entrepreneurship Centre at KEDCO.

The intention is for the young entrepreneurs to operate a retail space this summer in the 122 Princess Street location, which has been generously leased to the program by Kostas Doulas of Rogers and Trainer. Store hours will be posted early in June. For more information on youth programs at The Entrepreneurship Centre at KEDCO, please visit <http://www.youthbusiness.ca> or visit Summer Company Kingston on Facebook at <http://www.facebook.com/SummerCompanyKingston>

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For more information please contact:

Jan Dines
Manager
The Entrepreneurship Centre
Tel: (613) 544-2725 ext. 7228
Email: dines@kingstoncanada.com

Kristina Sutton
Youth Business Counsellor
The Entrepreneurship Centre
Tel: (613) 544-2725 ext. 7237
Email: sutton@kingstoncanada.com

