



## **MEDIA ADVISORY**

April 20, 2011

### **Youth Week Calgary success attributed to Mayor Naheed Nenshi**

With an increase in youth engagement combined with the amazing youth voter turnout in the fall, it has become clear to Youth Central (formerly Child and Youth Friendly Calgary) that Mayor Naheed Nenshi's time in office has marked a pivotal point in lives of Calgary's youth.

The impending success of Youth Week 2011, the 13<sup>th</sup> anniversary of the event, is attributed to this turning point. Fifty events are planned for April 23 – May 1, which is about 20 per cent more than last year. Over 300 prizes with about a \$2,000 value will be awarded at these events, making up 35 per cent more than 2010's donations. Plus, in the month leading up to Youth Week, Youth Central has enjoyed double the website hits in comparison to last year.

"Youth aren't just the leaders of tomorrow; they are the leaders of today," said Mayor Nenshi. "The incredible youth in Calgary--including those that make up the Mayor's Youth Council--remind me that so much can be achieved if you combine your passion with a determination to affect positive change in your community."

Youth Week is a chance to bring together youth that populate our city, showcase their talents, and celebrate their achievements. A number of local businesses and agencies open their doors to youth by hosting events, projects and offering free or inexpensive services during this week-long youth celebration.

For the first time, the Mayor's Youth Council has taken the reins in the planning of Youth Week. In existence since 1992, the Mayor's Youth Council, a partnership between Youth Central and the City of Calgary, represents the voice of Calgary's youth. Along with advising the municipal government on issues important to youth, the 20 youth ages 13-18 that make up this prestigious council offer input to a variety of citywide organizations.

"I'm really excited to be a youth ambassador at some of the events," said Fatemeh Ramazani, a member of the Mayor's Youth Council. "Some of the coolest things happening this year are concerts, youth recreation nights, block parties, jewellery and pottery-making courses and all-ages dance events. Plus there are some awesome events happening at junior and senior high schools all over Calgary."

For more information and a listing of all public events, check out [www.youthcentral.com/youthweek](http://www.youthcentral.com/youthweek).

#### **MEDIA CONTACT:**

Jennifer Hilliker  
Coordinator, Youth Week, Youth Central  
403-266-5448  
[youthweek@youthcentral.com](mailto:youthweek@youthcentral.com)

*Youth Central (formerly Child and Youth Friendly Calgary) is a charitable non-profit organization established in 1992 and is based on the firm belief that young people who experience being contributing members of society will become adults who have a sense of ownership and a responsibility to their community. Our mission is to inspire, engage and celebrate youth through community participation.*