



Monday, November 17, 2014
For Immediate Release

**Young entrepreneurs to discuss their business ventures at BYTE ConneX
Thursday, November 20, 2014
Baked Café, 6pm**

Four young entrepreneurs will deliver talks on their business ventures at our next BYTE ConneX speaker series event this Thursday, November 20.

This event features talks by Amy O'Rourke, owner and operator of CozyFoods; Larissa Lychenko, the silk-screen designer behind Pale Pony Prints; Ciara Stick, co-owner of Climate Clothing; and Tom Bamford, who worked with YuKconstruct to develop a 3D printing company called Arctic Automate.

26-year-old Larissa Lychenko is just one of the young entrepreneurs who will be speaking at BYTE ConneX on Thursday night. She turned her silk-screening hobby into a side business last winter when she had trouble finding work during the off-season.

Larissa makes scarves and headbands with unique prints, and recently added tea towels and lavender satchels to her repertoire. Her print products are for sale at craft fairs and locally owned clothing stores around Whitehorse, and she'll bring some examples to show off at BYTE ConneX. Larissa plans on using BYTE ConneX as an opportunity to share her entrepreneurial experience with the audience.

"[I'll talk] about how I got started, why, the inspiration for my prints, the challenges, and where I want to go with it in the future," says Larissa.

Amy, Ciara, and Tom will also chat about their experiences as young Yukon entrepreneurs. The four speakers bring a range of experiences to the table, experiences that range from running a business with its own store front to running a business from a home kitchen. The event promises to be inspirational to other young Yukoners hoping to start a business.

BYTE ConneX will take place at 6pm at Baked Café on Thursday, November 20, 2014. The event is free and media are welcome to attend.

If you have any questions, don't hesitate to contact Kara at communications@yukonyouth.com or call the BYTE office at 667-7975.

Kara Johancsik
Communications, BYTE

