



April 16, 2015  
For Immediate Release

## **Young entrepreneurs to gather in Whitehorse for Yukon UpStarts**

Conference Dates: May 1 – 3, 2015

In less than three weeks, innovative young Yukoners will gather in Whitehorse for Yukon UpStarts, BYTE's first-ever youth entrepreneurship conference. From May 1 – 3, 2015, participants will gain insights, experience and expertise about entrepreneurship to better equip them to run their own business.

The three-day conference will offer a variety of exciting opportunities to learn more about entrepreneurship. Using inspirational young speakers, workshops, and creative breakout sessions, participants will have the chance to develop a business idea they may already have, or become inspired to create one.

"We're excited to be able to offer this opportunity to young Yukoners," says Conference Coordinator Adria Collins. "Participants can expect to walk away from this conference with a wealth of new knowledge and experiences that will help them build a business in the future."

Workshops will cover topics like global entrepreneurship, self-care for young entrepreneurs, how to deliver an elevator pitch, and marketing techniques. Speakers from across the country—many of whom are young people themselves—will also offer their experiences, stories, and advice.

At the end of the conference, participants will have the chance to pitch their business idea to a panel of judges for the chance to win prizes that will give their business a head start, or to run an experimental micro-business on the streets of Whitehorse that will put their new skills into action. Participants in either competition will have the chance to win from a pool of prizes valued at over \$10,000.

Thanks to funding from the Community Development Fund, the Government of Canada and a variety of local sponsors, this conference will be the first of its kind in the Yukon. The goal is to get young people thinking outside the box.

"Youth unemployment is at an all-time high, particularly in the Yukon," says BYTE's Executive Director Chris Rider. "We hope that by inspiring young people to put their ideas into action, we can provide them with employment opportunities they may not have even realized were possible."

Registration for the conference is now open. Young people aged 18-30 are encouraged to register. The cost to attend the conference is \$50 / person, and includes breakfast and lunch each day. Those who need financial support to attend should contact Adria. Subsidies are available for youth in rural Yukon communities.

Contact Adria at [yec@yukonyouth.com](mailto:yec@yukonyouth.com) or visit [yukonupstarts.com](http://yukonupstarts.com) for more information. If you would like to request an interview or find out more, call the BYTE office at 667-7975.

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