



IMMEDIATE RELEASE: MARCH 24, 2011

**PROJECT WILDFIRE LAUNCH PARTY:**

**Concert Line-up Confirmed!**

**TUESDAY, APRIL 5, 2011**

<http://projectwildfire.ca/>

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**Announcing Project Wildfire Contest:**

**\*\$35,000 in Business Funding Prizes for Young Entrepreneurs\***

***Toronto, what's your wildfire?***



*Host: Veronica Chail*

*Please add this information to your listings. We are presently confirming interviews. Thanks!*

- When:** Tuesday, April 5<sup>th</sup>, 8 PM  
**Where:** Gladstone Hotel: Melody Bar, 1214 Queen Street West  
(corner of Queen + Gladstone)  
**Tickets:** Go to <http://projectwildfirelaunch.eventbrite.com/>  
to pre-register for tickets and/or make a donation  
Door — Free before 9PM, \$10 donation after

Join us at The Melody Bar at The Gladstone for an amazing night of speakers, music and dancing to kick off **Project Wildfire!** The evening will be MC'd by **Veronica Chail**, host of **Bollywood Boulevard** on **OMNI 2**, with special guest speakers to be announced! Musical guests **Shi Wisdom**, **Wolf J** and **Scratch Lab DJ Institute** student **DJ Midz** help to launch **Project Wildfire**, a Toronto-based incubator that finds, sparks and supports youth business ideas that serve the greater good.



As the host of **OMNI Television's** *Bollywood Blvd*, Veronica Chail has been winning over audiences with her charismatic and infectious personality since she started. Being a self-confessed news, pop culture, fashion and reality TV junkie, Veronica has interviewed the biggest names in Bollywood and has produced numerous unconventional interviews with the movers and shakers of the world including politicians, newsmakers, sports heroes, activists, musicians, and Hollywood A-listers.



*Wolf J Shi Wisdom*

Wolf J is part of a new wave of artistes who focus on developing themselves in all disciplines of art. A graphic designer, videographer and most importantly a singer/songwriter, Wolf J is inviting eyes and ears to a reality of his own, a *technicolour soundscape*. His music is a mixture of hip-hop and alternative pop, and his writing is a focus on matters of the heart conceptualized through otherworldly imagery and metaphors. The art of Wolf J always has a storyline, supported by funkiness and strong sense of humour and wit.



*Scratch Lab DJ institute student, DJ Midz*

**DJ Midz** is a student at **Scratch Lab DJ Institute**, a facility designed to help gain recognition and musical acceptance of the instrument known as the turntable. With no strings or keys and no recognized charting, the turntable doesn't receive the same "instrument" title that a set of drums or horn would. At Scratch Lab DJ Institute, students learn the art and the many complexities of the turntable and how it



can be used as their musical instrument. A student at Scratch Lab DJ Institute for the last year, DJ Midz has deejayed clubs around Toronto such as at Loki lounge, Kultura, Tryst Night club and in Cancun Mexico at the Nh Krystal Hotel.



*Shi Wisdom*

The night launches the official opening of the **Project Wildfire Contest** and the first of five free entrepreneurship workshops taking place in various locations across Toronto.

Beginning **April 6, 2011**, youth (aged 19-29) across Toronto can enter the **Project Wildfire Contest** by uploading a 60-to-90-second video of their social business idea. The winning social entrepreneur will receive a grand prize of \$25,000, while 4 runners-up will be awarded \$2,500 in funding; all will receive a full year of hands-on business mentorship and other support.

For workshop dates, contest details and other information please visit [www.projectwildfire.ca](http://www.projectwildfire.ca).

**For media information, please contact:**

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**ABOUT THE PROJECT PARTNERS**

**The Centre for Social Innovation (CSI)** is a shared workspace in downtown Toronto that is home to over 200 nonprofits, charities and social entrepreneurs. CSI's mission is to spark and support new ideas that are tackling the social, environmental, economic and cultural challenges we face today.



**Ryerson Entrepreneur Institute** is focused on promoting and supporting entrepreneurship and enterprising initiatives through education, resources, research and outreach. REI leverages the award winning StartMeUp Program to help students and alumni turn their ideas into reality.

**Toronto Community Housing** is the largest social housing provider in Canada and, after New York City, the second largest in North America. We play a key role in providing homes to many of Toronto's most racialized, economically disadvantaged and marginalized residents. At the same time, the people and families who live in our homes represent hope and possibility for the city, and have the ability and skills to contribute significantly to its growth.

We are home to 164,000 tenants, in 58,500 households—about six per cent of Toronto's population. Tenants reflect the city's diversity, which includes age, education, language, sexual orientation, mental and physical abilities, religion, ethnicity and race, as well as an increasing diversity in lifestyles and values.

**FileMobile** is a developer of proven and flexible interactive online software. Our user generated content, social networking, video and online community-management products enable major brands, agencies, content producers, media companies and enterprise to power proven and flexible online experiences that create an opportunity to grow audiences, deepen customer engagement and monetize content.