



Contact: info@planet3com.net
We are presently confirming interviews.

What's Your Wildfire?

\$35,000 in Funding Up For Grabs To Support Toronto's Young Social Entrepreneurs. Workshops April 06 – April 14, 2011.

Toronto, ON --- A t-shirt company that employs at-risk youth. A restaurant that trains and employs new immigrants. A mobile phone application that connects doctors in the developing world.

These are just some of the business ideas that may get funded and mentored through Project Wildfire, a new social business incubator targeted at youth aged 19 to 29 in the city of Toronto, with a focus on Toronto Community Housing neighbourhoods.

Like traditional businesses, social businesses seek to make a profit. Unlike traditional businesses, social businesses have a goal of addressing social and environmental problems built into their mission. By making a profit while doing good, social businesses can often scale up much quicker than their nonprofit or charity counterparts.

By providing budding entrepreneurs with up to \$25,000 in funding, access to free workshops on various topics related to entrepreneurship and social enterprise, and pairing entrepreneurs with experienced mentors, Project Wildfire hopes to provide youth across the city with an opportunity to make social change while making money.

"We're extremely excited about this project," says project director **Mike Brcic**. "We talked to youth across the city and there is a tremendous amount of energy and creativity just waiting to be released. There is no lack of ideas, especially in our priority neighbourhoods – just a lack of support and opportunities. Project Wildfire offers a comprehensive model for giving them that support, including significant funding and an amazing mentor team with an incredible track record of success."



To participate, entrepreneurs will have to upload a 60-to-90-second video of their idea to the Project Wildfire website, get enough votes from the public and jury to make it to the finals, then complete a business plan under the supervision of their mentor team. The winner of the contest will walk away with \$25,000 in startup funding for their business idea, while four runners-up will get \$2,500. All five winners will receive a full year of free mentorship with an experienced mentor team.

Although Project Wildfire hopes to attract many participants from Toronto Community Housing neighbourhoods, the contest is open to anyone in the city of Toronto aged 19 to 29.

The contest opens April 06. For more information on Project Wildfire or to register for a free workshop, visit www.projectwildfire.ca

ABOUT PROJECT WILDFIRE

Workshop dates & locations:

All Project Wildfire workshops are offered free of charge. Catering is provided by Starbucks. PLEASE REGISTER IN ADVANCE AT <http://www.projectwildfire.ca>

An introduction to entrepreneurship and social business*

- April 06, 6:30 pm: Regent Park Centre for Learning, 540 Dundas St. E
- April 11, 6:30 pm: Ryerson University (350 Victoria Street, Podium Building, Room 250)
- April 12, 6:30 pm: Lawrence Heights (10 Old Meadow Lane)
- April 13, 6:30 pm: East Scarborough Storefront: (4040 Lawrence Ave E)
- April 14, 6:30 pm: For Youth Initiative, 1652 Keele Street

Topics:

-an introduction to entrepreneurship and social entrepreneurship



- how to identify business opportunities
- how to turn opportunities into viable ideas
- how to craft a compelling pitch based on your idea

*this workshop is two to two-and-a-half hours long and after each workshop, participants will be able to record and upload their video pitch with equipment available on site.

Contest Details

Beginning **April 6, 2011**, youth can enter the **Project Wildfire Contest** by uploading a 60-to-90-second video of their social business idea; winners will be selected through a mix of public voting and jury selection. 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.

Contest Details → How to spread your Wildfire:

1. Record a 90-second video of your social business idea

You can record your own video or attend our workshops and have your video recorded professionally!

2. Upload your idea

Once you have your video ready create a profile and upload your pitch.

3. Spread the word and get as many votes as you can.

Connect your Facebook, Twitter and other social networking profiles and let everyone know what you are up to. Get your friends to see your idea and show their support by voting for you and spreading the word. Get into the top 25 and our jury will consider your video for the finals! For further details, please visit: <http://projectwildfire.ca/process>

Through ongoing free workshops, online podcasts, low interest business loans and other resources, all contest participants, regardless of whether they win or not, will have access to a wide range of assistance.

For further information please visit www.projectwildfire.ca.



Launch Party

- When:** Tuesday, April 5th, 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, \$5 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.

For media information, please contact:

Planet3 Communications Ltd. • Piera Savage/Joanne Smale
T: 647.346.4101 F: 647.346.4104 E: info@planet3com.net

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 the second largest in North America. It is home to 164,000 low and moderate-income tenants in 58,500 households. Their mandate is to provide quality housing for low and moderate income households and to create community conditions that minimize risk and promote resiliency.

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.

April 6, 2011