



Boys & Girls Clubs of Canada
Clubs Garçons et Filles du Canada

MEDIA RELEASE

Boys and Girls Clubs of Canada National Conference Coming to Calgary *Event to Focus on Innovative Solutions for Improving the Lives of Children and Families*

FOR IMMEDIATE RELEASE: MARKHAM, ON (May 7, 2010) Boys and Girls Clubs of Canada (BGCC), one of the country's leading children's charitable organizations, is holding its 2010 National Conference in Calgary from May 19 to 22 at the Calgary Hyatt Regency. This event, themed, "Changing With Our Communities: Innovation, Collaboration, Inspiration", will bring together more than 300 Boys and Girls Club leaders, staff and volunteers to find innovative solutions for improving the lives of 200,000 children and families in 700 communities across Canada. .

"The National Conference is an opportunity for everyone involved in the Boys and Girls Clubs of Canada to come together, learn from our successes and share our plans for helping even more children and youth in underserved communities," said Pam Jolliffe, President and CEO, Boys and Girls Clubs of Canada. "Young people today face many challenges and barriers to life success. This conference is focused on how, through innovation, collaboration and inspiration, we can help every child and youth overcome those obstacles and realize their potential."

The 2010 BGCC National Conference features three keynote speakers who are among the most sought after presenters in Canada. Each will address issues of particular interest today including, youth engagement, positive self-image and how not-for-profit organizations can thrive in challenging environments.

Max Valiquette, Youth Culture Expert: One of North America's foremost experts on youth culture and marketing. He helped to found Youthography, and is an internationally recognized speaker on marketing, media, and modern consumers, and a published author on the same. Over the course of Valiquette's career he has helped some of the biggest brands, organizations, and companies in the country connect to the elusive youth market, be it through consumer understanding or marketing initiatives. Marketing Magazine has named him one of Canada's most influential marketers.

Dr. Brenda Zimmerman, PhD, CA, MBA, BSc: A professor of Strategic Management at the Schulich School of Business at York University in Toronto. She is the founder and Director of the Health Industry Management Program for MBA students. Her primary research applies complexity science to management and leadership issues in organizations, especially health care or not-for-profit organizations. Her latest co-authored book, "Getting to Maybe: How the World is Changed" is a Canadian best seller published by Random House in 2006 and in 2009 she won the Teacher of Excellence Award for the Schulich School of Business.

Ben Barry, CEO, Ben Barry Agency: Hailed as a "hero to real women everywhere" by the *Boston Globe*, Ben Barry is dedicated to changing the face and shape of the fashion industry. Today, Ben serves as CEO of the Ben Barry Agency, a model consultancy headquartered in Toronto, Canada. His company scouts and sources models of all ages, sizes, colours, and abilities for fashion and beauty brands. Ben has been the subject of feature interviews on Oprah, CNN, MTV, and Fashion Television, and his work has been profiled in the Wall Street Journal, The Guardian, Globe and Mail, and Glamour.

In addition to the keynote speakers, workshops will be offered on a diverse range of topics including career training for youth, environmental action and awareness, substance abuse, parenting programs, fundraising and many more. This wide range of programs is essential in addressing the complex needs of today's young people.

The 2010 BGCC National Conference is made possible thanks to the generous contributions of our corporate, government and community partners. In particular the assistance of Presenting Partners Sears Canada and MBNA: Bank of America as well as our Supporting Partners WestJet, CERIC (Canadian Education and Research Institute for Counseling) and the Urban Development Institute.

About Boys and Girls Clubs of Canada

Boys and Girls Clubs of Canada is a leading charitable organization providing after school programs that support the healthy physical, educational and social development of 200,000 children, youth and their families each year. In 700 community locations across Canada, Clubs offer access to opportunities, after-school and at other times when children are not in school, to develop healthy behaviours, academic success and technology learning, positive relationships and life and leadership skills. Many Clubs also provide nutritious snacks and meals, emergency shelter, family support programs and other support to children, youth and families at risk. Boys and Girls Clubs have been helping young Canadians to discover, develop and achieve their potential, for over 100 years. To learn more, visit www.bgccan.com.

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