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media release

FOR IMMEDIATE RELEASE:

TVO continues support of First Nation business leadership mentoring program

Toronto, ON, Aug. 18 – TVO is pleased to participate in Project Beyshick for a fourth year in row. Project Beyshick is an entrepreneurship, economic development and venture capital initiative for first nation business owners, students, professionals and community leaders over age 18.

"Project Beyshick is an invaluable mentoring program for First Nation entrepreneurs. By working one-on-one with mentors in Toronto, they are gaining first-hand experience that will lead to improved intercultural awareness and understanding," said NAN Grand Chief Stan Beardy. "This will help bring NAN and First Nations business and leadership capacity to the forefront of the Canadian economy."

Keri-Lynn Cheechoo of Long Lac #58 First Nation will job-shadow TVO CEO Lisa de Wilde and other TVO leaders. Keri-Lynn is interested in developing an educational curriculum and approach to education to address social issues in NAN communities, and TVO was a perfect choice for job-shadowing.

"Providing enriching learning experiences and empowering people to be more active and engaged citizens is what TVO is all about," says de Wilde. "So, we're delighted to have the opportunity to participate again this year in Project Beyshick. "

Project Beyshick was developed in 2005 by Aditya Jha and Ashutosh Jha of POA Educational Foundation and Grand Chief Stan Beardy of Nishnawbe Aski Nation. NAN youth are partnered with Toronto business executives in their area of interest. The one-week program involves job-shadowing, learning through mentorship and getting involved with the staff.

"We are appreciative of TVO's commitment to this project and for their continuing partnership and active participation. We have received incredible feedback and have noticed significant improvements in past participants after their job-shadowing," said Project Beyshick co-founder Ashutosh Jha. "It is our goal that members of First Nations will become equal partners in the economic prosperity of Canada and Canadian life. First-hand exposure to the top leadership of TVO is helping nurture these leaders who will make the First Nation a prosperous community."

From August 15-19, participants will gain culture-based business skills training and mentorship in partnership with faculty, Elders and MBA students from Trent University and Ryerson University as well as Students for Free Enterprise (SIFE). From August 20-22, participants will job-shadow successful executives from private and public institutions, observing the executives conduct their daily business routines. In the evening, the participants will take part in training by the Dale Carnegie Group and other successful entrepreneurs. Following the project, participants will take part in competition to win an award of \$15,000 for the best business plan at the end of the program.

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Nishnawbe Aski Nation is a political territorial organization representing 49 First Nation communities in James Bay Treaty 9 and Ontario portions of Treaty 5 - an area covering two thirds of the province of Ontario.

POA Educational Foundation is a charitable foundation aiming to provide support for educational and entrepreneurial initiatives in regions with specific challenges and pressing needs. The foundation takes special interest in nurturing prosperity and financial independence amongst Canadian First Nation communities and individuals.

About TVO

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires, and stimulates curiosity and thought. TVO's vision is to empower people to be engaged citizens of Ontario through educational media.

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