



Youth awards make money for local schools

Initiative touted as “win-win” effort in creating positive change

CALGARY – Amid shaky economic progress and provincial government cutbacks, a local initiative is being touted as a win-win effort in creating positive change. The ConocoPhillips Youth of Distinction Awards (YODA) recognize deserving youth, 13-18 years of age, for their individual contributions and achievements. Through its “Race to Nominate” initiative, some local schools with the most nominations for its students will receive an added boost. ConocoPhillips will award the top three schools with prizes of \$1000, \$750, and \$500 respectively to use however they see fit at their school.

“These awards not only acknowledge the good work of our city’s youth, but will encourage them to continue contributing to society throughout their adult lives,” enthused Kaitlin Gordon, program coordinator with Child & Youth Friendly Calgary (CYFC). “This is a great opportunity to recognize some deserving youths, and at the same time possibly generate some extra funds for their school. It really is a win-win situation.”

With the nomination deadline looming on March 15th, CYFC is making a final push to see our city’s youth get the recognition they deserve. The awards are not academic in nature, but rather they focus on leadership, friendship, overcoming personal challenge, and community service.

“We know they’re out there. Our city is full of youth who bring vitality and leadership to our communities,” said Gordon. “They volunteer their time, care for our environment, help a friend through tough times, or bring attention to issues that are going unnoticed.”

Last year, CYFC received over 100 YODA nominations – and they’re hoping that number will continue to increase again this year, thanks in part to the “Race to Nominate” incentive program which is backed by YODA sponsor ConocoPhillips Canada.

“We are particularly proud to sponsor the YODA Leadership Awards,” says Barbara Simic, ConocoPhillips Canada’s manager of community investment. “We know that youth leaders today may very well be Canada’s leaders tomorrow. It’s important to encourage their development through awards programs and other sponsorships.”

The award winners will be honoured at a gala ceremony on May 8th at the Calgary Zoo. Nominations are being accepted until March 15th. For more information about the 2010 ConocoPhillips Youth of Distinction Awards, please call Child and Youth Friendly Calgary at 403-266-5448, or download a nomination form at www.cyfc.ca/yoda.

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