April 6, 2016

**Young entrepreneurs raise funds for local charities**

Edmonton – Three years ago, Dr. Leo Wong added an element of sustainability to the course BUSN 201: Introduction to Sustainable Business. The students in the course are provided $5.00 and with that they must develop a small business to raise money for local charities. In the past three years the students have raised more than $138,000 for various charities in and around Edmonton and have also generated over $182,000 in profit.

“Learning about social enterprise and becoming an entrepreneur inspires students to explore a future where business, the community and the environment can be mutually reinforcing,” said Dr. Leo Wong. “With some creativity, innovation and mentorship, students can solve challenging social and ecological problems,” added Wong. Last year’s winner in the competition was Bliss Fizz, which are environmentally friendly bath bombs that are now sold in the MacEwan Bookstore.

Scott Beard, one of the students that participated in last year’s Mission Possible says the experience has taught him what it means to be an entrepreneur. “Mission Possible enabled me to experience what encompasses the concept of sustainable business,” said Beard, “Through this experience I learned more about myself as an individual and gained the skills to propel myself professionally in my future endeavours.”

The top four Mission Possible teams will make their Dragon’s Den-style pitch to a panel of business leaders and one will be crowned this year’s winner.

When: Friday, April 8
Where: City Centre Campus, CN Conference Theatre, (Building 5, Room 142)
Time: 2:00 – 3:20 p.m. (Introduction and presentations)
3:20 – 3:45 p.m. (Judges’ deliberation, and showcase of other top-performing business ventures)
3:45 – 4:30 p.m. (Winning results and the presentation of cheques to this year’s charity recipients)

Founded in 1971, MacEwan University inspires its students with a powerful combination of academic excellence and personal learning experiences. Offering more than 65 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training, the university provides a transformative education in a creative, collaborative and supportive learning environment where creativity and innovation thrive. Located in Edmonton, Alberta Canada, MacEwan University offers a unique student experience that opens up diverse pathways for achievement and growth.

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