



Canadian Business for Social Responsibility



Vancouver Businesses Reach Out to Aboriginal Youth

Participants in CBSR's Seeing Is Believing Program Reconvene for Aboriginal Youth Business Fair

VANCOUVER (30 APRIL 2009) – Alumni of CBSR's Seeing is Believing program gathered at the facilities of the Vancouver-based Urban Native Youth Association (UNYA) in a business fair targeting Aboriginal youth. Representatives from Electronic Arts, RBC Financial Group, Vancouver Film School and BC Hydro spent an afternoon speaking one-on-one with Aboriginal youth about the opportunities that exist for them within their organizations.

“There is a real desire in the business community for practical actions on issues like youth-at-risk,” said CBSR's Director of Programs, Wendy Campbell. “In this case, delegates from the Electronic Arts Seeing is Believing tour were so moved by what they saw on their visit that they simply had to take action. A business fair was a great opportunity to meet the challenge head-on.”

In British Columbia, Aboriginal youth are over-represented in a number of negative statistical categories:

- > Up to 85% of native students in Vancouver leave high school before graduation;
- > Aboriginal youth in British Columbia were three times more likely to be incarcerated than non-Aboriginal youth;
- > In Vancouver, roughly 60% of sexually exploited youth are Aboriginal;
- > Up to 40% of street youth in Vancouver are native.



CBSR's Seeing is Believing program helps business leaders better understand Canada's most pressing social issues. Seeing is Believing is a unique opportunity for business executives to engage first-hand with marginalized individuals and explore business solutions to the issues of poverty, homelessness, employability and youth-at-risk.

For more information, contact:

Wendy Campbell, Director of Programs
Canadian Business for Social Responsibility
campbellw@cbsr.ca; 604-323-2714