

Every Student, Every Day

VICTORIA GOLD YUKON STUDENT ENCOURAGEMENT SOCIETY

For Release:
August 6, 2013

***Every Student, Every Day* Initiative Gears Up for Fall Fundraising**

Whitehorse, Yukon – The *Every Student, Every Day* initiative to support increased student attendance initiatives in the Yukon is gearing up for its fall fundraising season with the launch of a new web site.

Guided by the not-for-profit Victoria Gold Yukon Student Encouragement Society (the 'Society'), *Every Student, Every Day* works to shed light upon student attendance challenges in the territory and raises funds that individual schools, communities and First Nations can apply for to develop and implement innovative, grassroots solutions that support student success.

"We have several exciting initiatives planned for this fall including our signature Gala fundraising event on Saturday, October 5 in Whitehorse," said Society President Kelly Arychuk. "With the launch of our web site, we are pleased to be able to better share our goal to increase attendance in Yukon schools and generate even greater community participation and support."

Established in the fall of 2012, *Every Student, Every Day* raised over \$50,000 in its first six months, which benefitted 11 locally generated projects in schools, First Nations and communities across the Yukon.

"The Society, in partnership with Yukon Education, Air North, Yukon's Airline and CKRW, the Rush, is committed to helping students attend school regularly and succeed in their learning and in their lives," continued Arychuk.

To learn more about *Every Student, Every Day*, upcoming events and initiatives and avenues to lend your support, please visit www.everystudenteveryday.ca.

-30-

Contact:

Amanda Leslie
Mosaic Communications
867.334.4770