



FOR IMMEDIATE RELEASE

Katimavik challenges youth across Canada: ShareYourExperience.ca

Montréal, March 16, 2007 – The race is on to get creative! Katimavik is calling on Canadian youths, ages 16 and up, to share their uniquely Canadian experience in an online photo competition that will launch Monday, March 19, 2007, in celebration of our nation, volunteerism and cultural diversity.

In an effort to recruit new participants, Katimavik, Canada's national youth service program, has developed an engaging photo challenge that encourages youth from coast to coast to share their individual experience by posting fun, imaginative and inspiring photos of themselves online, enjoying all things Canadian, by June 22, 2007 11:59pm (EST). To be eligible to win great prizes, posted photos must correspond to at least one of three categories: traveling, friendship or their Canadian hometowns.

Simply log on to www.shareyourexperience.ca to learn how to be a part of Katimavik's innovative photo challenge, sharing photos of your Canadian experience with other participants, while connecting with and learning about other young Canadians and their unique adventures.

ABOUT KATIMAVIK

For 30 years, Katimavik has offered more than 27,000 young Canadians a unique opportunity to volunteer on community and environmental projects, build friendships, acquire valuable skills and make a difference in hundreds of Canadian communities across the country. Divided in teams of 11, Katimavik youth travel across Canada from one community to the next in order to accomplish projects for non-profit organizations while discovering more about Canada's cultural diversity. The numerous projects on which they work are diverse and stimulating - building hiking trails, organizing a festival, accompanying senior citizens on outings, teaching children to read and working for a community radio station, among others.

The Katimavik experience is available to young Canadians aged 17 to 21. This year, the programs commence in September 2007 (a nine-month program) and January 2008 (an eight-month program).

For more information on the Katimavik experience, visit: www.katimavik.org.

To learn more about Katimavik's creative photo challenge, visit: www.shareyourexperience.ca.

FAST FACTS

Who: Katimavik, Canada's national youth service program, calls upon youth across Canada, ages 16 and up, to participate in an online photo competition.

What: Youth across Canada can post their photos to share their unique Canadian experience with other members in a race to win great prizes.

Where: Log onto www.shareyourexperience.ca for all contest details.

When: March 19 to June 22, 2007. Competition closes at 11:59pm (EST).

Why: Katimavik's innovative recruitment effort to engage new participants, ages 17 to 21, into the program. Start dates: September 2007 and January 2008.

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