



FOR RELEASE

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Yukon youth entrepreneurial skills showcased in Whitehorse

WHITEHORSE— Economic Development Minister Stacey Hassard was pleased to attend the Yukon UpStarts Youth Entrepreneurship Conference in Whitehorse last weekend, hosted by Bringing Youth Towards Equality (BYTE).

"Young people have an important advantage, they look at things with a fresh vision and see things differently, which is essential to innovation," Hassard said. "Providing youth with inspiration and experience to help get a new business idea off the ground contributes to the Government of Yukon's goal of a diversified and expanded economy."

Hassard attended the conference – themed Ideas, Innovation, Implementation – on May 1 and offered opening remarks in recognition of the entrepreneurial spirit of Yukon's youth. At the end of the conference, participants had the opportunity to pitch their business idea to a panel of judges and compete for prize package containing all the resources and services they would need to support the start of their business.

The winners of the Yukon UpStarts pitching competition were Heather Dickson, Mitch Heynen and Hannah Gray, Sierra Sayer and Graydon Keenan. The best micro-businesses, which operated on the streets of Whitehorse on Sunday, were Alison Pakula's Alligator Catering and a team from Mayo selling rice crispy treats named Crispy Northern Treats.

"Young entrepreneurs are the future of our growing small-business sector," Hassard added. "We are extremely proud of the competitors and winners, and look forward to the business ideas they can bring to the sector."

Economic Development officials operated a business information booth at the event and participated in the judges' panel for the pitching competition.

Learn more: Yukon UpStarts Conference

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