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# SPIN A-THON 2016

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## **4th Annual Spin-A-Thon at Energia Athletics To Raise Money for The Peer Project**

### ***Youth Assisting Youth Mentoring Program Puts the "Fun" in Fundraising***

**Toronto, ON (January 6, 2016)** – We are gearing up to put the "fun" in fundraising! The Peer Project, a non-profit organization that matches youth mentors with newcomer and at-risk kids in a peer mentoring program, will host their fourth annual Spin-A-Thon fundraiser on Saturday, January 30, 2016 from noon to midnight. Participants will have fun, get fit, and pedal with a purpose.

The 2016 Spin-A-Thon will be hosted at Energia Athletics' brand new location on 702 Pape Avenue. Participants are invited to spin for one hour or all 12 hours of non-stop music, snacks, refreshments, prizes, and a host of enthusiastic instructors! To raise money for youth peer mentoring they can register as a Team Captain and organize a team, join an existing team, or sign up as an individual by joining the Energia Athletics Home Team.

"Our annual Spin-A-Thon inspires our supporters to make an impact in their local community by fundraising for a proven peer mentoring program that makes a huge difference in the lives of youth," says Sally Spencer, CEO of The Peer Project. "Mentoring is one of the most powerful gifts you can give to both someone else and yourself. It changes your life when you unleash the motivation of youth to achieve their full potential."

The Peer Project Spin-A-Thon has raised \$100,000 over the past three years, and aims to raise \$54,000 this January. The funds raised will help The Peer Project give youth access to essential life skills training, coaching, career planning, and monthly activities that bring peer matches together. The organization's structure allows youth to grow into responsible citizens, leaders, and role models.

The Peer Project has a 98 per cent success rate of keeping kids out of the criminal justice system and in school. Based on an abundance of national research, having a mentor can enhance a young person's learning skills and help him or her build resiliency and social skills. By harnessing the power of friendship, Peer Project mentoring helps encourage healthy lifestyles for kids who need guidance and a helping hand. Many do better in school, they stay out of trouble, they turn around to give back to their communities, and many come back to be Peer Project mentors themselves.

BYOB (bring your own water bottle) and join the non-stop spin party to help over 400 kids waiting to be matched with a mentor, visit [thepeerproject.com/spin2016](http://thepeerproject.com/spin2016)

**About The Peer Project | Youth Assisting Youth (YAY) [thepeerproject.com](http://thepeerproject.com)**

The Peer Project | Youth Assisting Youth is a non-profit charitable organization that matches at-risk and newcomer children ages 6-15 with fully trained and dedicated Volunteer Youth Mentors ages 16-29. Operating since 1976, The Peer Project has helped over 30,000 newcomer and at-risk kids. There are over 600 active kids matched with mentors who act as positive role models, but a wait list of over 400 kids. The organization operates with a 98% success rate for keeping kids in school and out of the criminal justice system.

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