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SPIN A-THON 2017

In Support of



FOR IMMEDIATE RELEASE

The Peer Project 5th Annual Spin-A-Thon

Energia set to host over 200 spinners as they fundraise for youth mentoring

Toronto, ON (January 12, 2017) – The Peer Project | Youth Assisting Youth is excited to announce registration is now open for Spinners to get fit, have fun, and pedal with a purpose! The 5th annual Spin-A-Thon fundraiser will support peer mentoring programs for newcomer and at-risk kids. Over 200 spinners will ride for up to 12 hours of non-stop music, snacks, refreshments, prizes, and a host of enthusiastic instructors on Saturday, January 28, 2017 from noon to midnight at Energia.

“Donating your time or money to youth mentoring is one of the best forms of ‘pay it forward’ because of mentoring’s transformative ripple effect,” explains Sally Spencer, CEO of The Peer Project. “Mentoring has the power to change how youth sees their own potential. Through our programs kids adopt dreams of becoming like their youth mentors — to go to college, start a career, become an engaged part of their communities, and many of them return to become mentors.”

The Peer Project Spin-A-Thon has raised \$130,000 over the past four years, and aims to raise \$40,000 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. 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.

A sampling of Peer Project’s successful mentoring programs includes their community-based **One-to-One Youth Mentoring Program** and **Group Mentoring Program**, as well as school and community-based **Clicks and Stones - Cyberbullying Awareness Program** and **Girls-Only Program**. They also provide an award-winning **Saddle-up For Success Therapeutic Horseback Riding Program** for kids to get out of the city, ride horses and connect with nature.

Spinners are invited to fundraise and join the non-stop spin party to help over 400 kids waiting to be matched with a mentor, visit <http://bit.ly/peerprojectspin2017>

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About The Peer Project | Youth Assisting Youth (YAY) 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 youth supported by the organization, and over 400 more kids on a wait list. The organization operates with a 98% success rate for keeping kids in school and out of the criminal justice system.

2017 Sponsors of The Peer Project Spin-A-Thon

- Energia
- Brian Elder and The BE-AT-HOME Team, Sales Representatives with Royal LePage Real Estate Services Ltd., Brokerage

Fact Sheet (*request .DOC version*) – <http://bit.ly/spin2017facts>

High Res images – <http://bit.ly/spin2017pics>

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