



## MEDIA BACKGROUNDER

---

**Power Unit Youth Organization**

**Website:** [www.power-unit.org](http://www.power-unit.org)

**Media Contact:** Jane Man, 416.500.5263

**Purpose:** To promote youth leadership and empower youths through entrepreneurship, philanthropic projects and practical experience. To charge up the leaders of tomorrow for the betterment of our communities.

**Executive Team / Board Members:** Christy Luo, President; Cherry Cheng, Vice President; Chris Yau, Finance Director; Jonathan Ku, Sponsorship Director; Jane Man, Public Relations/Marketing Director; Lily Zeng, Youth Development Director; Betty Chan, Communications Director.

**Membership:** 40 core members

**Funding:** Fundraising, 100%

**Non-Profit Registration Number:** 1795173

**Budget:** Night It Up!, 80%; E3 Challenge, 5%; fundraising initiatives, 10%; administration, 5%

**Accomplishments:** Run exclusively by youth for youth, Power Unit has cumulatively raised over \$55,000 for Toronto charities and grew from a small group of enthusiastic university students to over 60 students and recent graduates. As the former organizers of Toronto Night Market, Power Unit's past beneficiaries include: Covenant House (2002), Scarborough Grace Hospital during the SARS scare (2003), Child Find in response to Cecilia Zhang's disappearance (2004), Harmony Place (2005), Under the Banyan Tree (2006), and Yee Hong Centre for Geriatric Care (2007). The two-night event celebrating Asian culture draws over 70,000 people annually and garners extensive media coverage. For more information on Night It Up!, visit [www.nightitup.com](http://www.nightitup.com).

The E3 Challenge, a business competition for secondary school seniors and university freshmen, was launched in 2005 with the support of event partners such as Ontario Place, Chapters, and RBC Royal Bank. Targeting Power Unit's three most important principles—Entrepreneurship, Empowerment and Excellence—the competition provides promising youths with unique learning opportunities and projects. For more information on The E3 Challenge, visit [www.e3challenge.com](http://www.e3challenge.com).

###