



-Media Advisory/Photo Opportunity-

Post-Secondary Social Innovators Vie for National Titles at the
Enactus Canada Expo in Calgary

Calgary, Alberta, May 1, 2025 – From May 6–8, Canada’s brightest young entrepreneurs will converge at the Calgary TELUS Convention Centre for the **Enactus Canada National Exposition**. Fifty-two student teams from post-secondary schools nationwide will present social impact projects and business ventures addressing pressing issues such as climate change, youth empowerment, and economic inequality. Over 800 students, faculty, and business leaders from across the country will bring more than \$250,000 in economic impact and tourism to the city throughout the three-day event.

Teams will compete for national titles, over \$60,000 in funding, and a chance to represent Canada at the **Enactus World Cup** in Bangkok, Thailand in September.

Event highlights and interview opportunities:

Tuesday, May 6

- 11 am – 2 pm - Interview opportunities with Enactus teams from SAIT, University of Calgary
- Final rounds of live competition for Impact Challenges – projects address youth empowerment, environmental sustainability, and entrepreneurship
- Stampede Princess welcome and White Hat ceremony
- Calgary Tower lit up in gold to celebrate opening of competition

Wednesday, May 7

- 9 am – 12 pm - Enactus Canada National Competition begins Alberta teams in competition – SAIT, NAIT, University of Calgary, and University of Alberta (assignment desk note: exact timing TBC closer to event)
- Calgary business leaders on Enactus Alumni Panel – Avik Dey, President & CEO, Capital Power, and Paula Worthington, Worthington PR
- 5:30 pm – Mayor Jyoti Gondek welcome

Thursday, May 8

- Semi-final and final round of competition (timing/teams TBC)
- Fireside chat with Andrew Chau, Enactus University of Saskatchewan Alumni, and Co-founder, CEO of Neo Financial
- 4:30 – 5 pm - National Champion and Runners-Up announcement

Where:

- **Calgary TELUS Convention Centre**, 136 8 Ave SE, Calgary, AB T2P 0K6



What:

- 52 projects/business ventures tackling climate change, youth unemployment, food insecurity, and sustainability competing for the Enactus National Champion title
- Three finalists in the Enactus Student Entrepreneur National Competition competing for \$16,000 in funding
- 30 team finalists in four Impact Challenges competing for a total of \$24,000 in project funding:
 - o **Canadian Tire Environmental Sustainability Challenge:** Focus on sustainability and circular economy solutions.
 - o **Desjardins Youth Empowerment Challenge:** Promoting lifelong learning and career readiness for youth.
 - o **TD Entrepreneurship Challenge:** Teaches relevant entrepreneurship skills, empowering aspiring and existing entrepreneurs.
 - o **Innovation and Impact Challenge:** New (<2 yr old) social enterprises
- Prominent Calgary business leaders and Enactus Alumni
- Media are invited to attend this event – interview teams about their projects/businesses, attend the live presentations, capture photo/videos of the awards.

About Enactus Canada: Enactus Canada is a registered Canadian charity providing programs to inspire post-secondary students to initiate and operate socially and environmentally positive enterprises. Currently, more than 2,100 students are part of 76 teams across Canada engaged in Enactus projects dedicated to improving the quality of life for people in their communities. For more information, visit enactus.ca.

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For media accreditation and interviews contact: Julianne Weed, julienne@enactus.ca, 416-795-8892