



LOFT Youth Centre for Social Enterprise and Innovation capital campaign launch event

Photo/video opportunities at recording studio photobooth and live performances
March 24, 2011 at 6:30pm - 918 Bathurst Street

TORONTO, ON -- March 15, 2011 -- On March 24th at 6:30pm, the LOFT Youth Centre for Social Enterprise and Innovation will launch its capital campaign at 918 Bathurst with a lively and informative evening of food & drink, entertainment by LOFT musicians, an art show and a silent auction. Attendees will try their hand at music production, have their photos taken with vintage music gear in our photobooth, view the art of Under The Radar and sample the dishes of the LOFT Kitchen.

An initiative of the Christie Ossington Neighbourhood Centre, The LOFT Youth Centre for Social Enterprise and Innovation is a hub for youth interested in the emerging field of social enterprise and the first of its kind in Canada. The space contains three in-house social enterprises: Under The Radar (clothing, outdoor art murals and graphic design), The LOFT Sound Studio and the LOFT Kitchen/Boutique/Gallery that is currently in development. Scheduled to be fully operational by September 2011, the LOFT YCSEI provides youth with social supports, skills training, mentorship, resources and networking opportunities through programs and employment opportunities.

Through this capital campaign, the LOFT YCSEI will to raise \$950,000 for the purchase and renovation of our new building at 850 Bloor Street West. Partnerships have been forged with United Way Toronto, the Ministry of Economic Development and Trade, and the City of Toronto's Community Service Partnerships program, as well as our lead donor, The Tippet Foundation, which has generously kickstarted the campaign with a contribution of \$75,000 over three years.

About Christie Ossington Neighbourhood Centre

Founded in 1994, The Christie Ossington Neighbourhood Centre is a multi-service organization and United way member agency located in Toronto's west end providing community based programming for high-needs children, youth-at-risk, homeless men and women, newcomers, and other vulnerable community members from diverse religious and ethno-cultural backgrounds.

About social enterprise

Social enterprises are revenue-generating businesses that seek to address social issues. They apply market-based solutions to effect positive change, and contribute to specific social, cultural, economic and environmental outcomes. This mission of the enterprise is the central driving force, and income generated serves to assist in achieving this goal. The framework of social enterprise is often described as "people, planet, and profits" - social benefits and sustainable practices supported by entrepreneurial activities.

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