

February 11, 2016

MEDIA RELEASE

Mayor Don Iveson has officially proclaimed Feb 29, 2016 as “LEAP Day” for the City of Edmonton - a day dedicated to personal and professional growth where citizens can recharge, reset and refocus in order to achieve their goals!

Edmonton – In recognition of Project Shine Inc.’s transformative event **Experience: LEAP**, taking place at Northlands Expo Centre on Feb 29, 2016, Mayor Iveson has officially declared Feb 29th as “LEAP Day” in Alberta’s capital city. The city of Edmonton has also expressed support by committing to lighting up the high level bridge in orange the night before the event.

In an environment currently overwhelmed with economic uncertainty, downsizing and insecurity, Experience: LEAP offers Albertans the chance to expand their horizons and recalibrate for success. Mayor Iveson states that opportunities like Experience: LEAP “provide a catalyst for making our communities brighter, more collaborative, and hopeful places to live”.

To spark that sense of collaboration and hope, Project Shine Inc., the organization curating Experience: LEAP is rallying the city to participate in “LEAP Day”. On Friday February 11, 2016 from 9am to 5pm in Winston Churchill Square, Project Shine Inc. will be encouraging the citizens of Edmonton to share their stories, “take a LEAP” and pledge to move beyond limitations and fears so they can embrace change and open up to growth. In addition, to launch a much needed shift in perspective and open up new conversations about the future, all upper bowls seats to Experience: LEAP are being offered to students and those who find themselves recently unemployed *for only \$99*. This is a fraction of what the seats are valued at, and represent Project Shine Inc.’s unwavering commitment to the potential that exists within the province.

“I believe that we have the right people, the right community, and the right innovation accelerators to put our province at the forefront of the world! It’s time for the rubber to meet the road, it’s time to take action!” says Monica Lewicki co-creator of Project Shine Inc. She adds “I am by no means suggesting we drastically change the way we live and do business. However, now is the time for us to seek out new perspectives and encourage new and brave thinking.”

About Experience: LEAP

Experience: LEAP (Leadership, Engagement, Authenticity, Passion) is a one-of-a-kind, one day event aimed to help participants recalibrate for success. Five international thought leaders will share the stage as part of a uniquely curated and choreographed experience featuring light, sound and jaw dropping technical effects.

Date: February 29, 2016 Location: Edmonton EXPO Centre (Northlands)

Speakers: Drew Dudley, Jeremy Gutsche, Dr. John Izzo, Amanda Lindhout, Gizmo Williams

To encourage a shift in perspective, solidarity and unwavering hope in Alberta’s future, all upper bowls seats are being offered to students and those who find themselves recently unemployed for only \$99.

Tickets and additional information – www.projectshine.ca

About Project Shine Inc.

Project Shine curates experiences to facilitate transformational change, both personally and professionally, with the ultimate goal of changing peoples’ lives. Co-creators Barbara Reppert and Monica Lewicki have a combined 40 years of business and leadership experience, and their own personal stories of overcoming adversity and finding their authentic path.

For more information about Experience: LEAP, speaker interview requests or to connect with Project Shine Inc. please call Monica Lewicki at (780) 868 9451