

Camp Carnival

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JULY 17, 2007

INVITATION TO MEDIA LAUNCH

"Research shows that the arts have positive impact for youth, especially those at risk, and helps engage them while developing skills."

Frances Lankin, President and CEO,
United Way of Greater Toronto

In light of the powerful connection between arts participation by youth and healthy emotional, social and intellectual development, Camp Carnival and Malvern Family Resource Centre are offering youth a unique opportunity to build life skills through an innovative non-profit arts program called *We Makin' Mas*. Through activities rooted in the Caribana Festival, the program aims to provide youth in Malvern with the opportunity to gain artistic experience, facilitate personal growth, develop life skills, reinforce community, and cultural participation.

Through a series of workshops, fifteen Malvern youth are designing and constructing a Caribana King costume (mas) under the guidance of veteran craftsmen, dedicated staff and volunteers. Caribana King and Queen costumes are extravagantly large, float-like structures and considered the creative pinnacle of the Caribana festival. Upon completion, *We Makin' Mas* participants will share in the pride and exhilaration of seeing their creation performed on stage at the Caribana King and Queen Show on August 2, 2007. Major sponsors include Jamaal Magloire and FLOW 93.5FM's Dr. Jay De Soca Prince, among others.

We would be honoured to have you participate in the official launch of this unique and exciting program (see details below). Civic leaders, media representatives, school board trustees and educators, Caribana band leaders and artists, athletes and entertainers, will join over 75 youth at the summer-filled barbeque celebration! See *We Makin' Mas* youth build the elaborate costume right before your eyes! Interviews and photo opportunities will be available with participating youth among other high-profile attendees.

Please reply immediately to:

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EVENT DETAILS

Date: Tuesday July 24, 2007
Time: 1 to 5pm
Location: Neilson Park, 1600 Neilson Rd.