



Why lead tomorrow when youth can lead today?

1UPToronto Youth Conference building up high school students to be today's urban change-makers

TORONTO, March 14, 2017 – Any teenager can now make an app, start a crowdfunding campaign, or become an Instagram influencer. But what will all this be for? On March 19th, 1UPToronto will be challenging 80 Toronto high school students to create the change they want to see in their city. What apps, campaigns, and projects can youth create for greater social good? Registration is free for high school students in the GTA until March 17th at www.urbanminds.co.

Taking place at the Ryerson DMZ Sandbox, 1UPToronto will feature key city-builders such as Zahra Ebrahim (Doblin Canada) and Michelle Senayah (The Laneway Project) as speakers, along with interactive workshops, and a Design Jam to address real life challenges related to the topics of play (public spaces), eat (food accessibility), and move (transportation).

The Design Jam is an urban case competition that challenges student teams to brainstorm, create, and pitch ideas for how they can make Toronto a better home for youth.

1UPToronto is hosted by Urban Minds, a Toronto-based start-up founded by Ryan Lo, Angela Ng and Katrina Shiu. The trio's mission is to harness youth's energy and equip them to be community advocates and champions of – not tomorrow – but today.

For more information about the conference, visit www.urbanminds.co

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