

MEDIA RELEASE – EVENT ALERT

FOR IMMEDIATE RELEASE
MONDAY 7 SEPTEMBER 2009



PCYC OPENS DOORS TO LOCAL BUSINESS LEADERS

The Cairns branch of the Police-Citizens Youth Club (PCYC) is set to open its doors to the local Business Community to celebrate the launch of *The Book of Testaments* – a book that teaches young people how to find and embrace their life purpose.

The book will be launched by author, Stephen Chong, a Cairns business identity who believes empowering youth with knowledge will help them find their right path and steer them away from anti-social behaviours such as substance abuse and theft - behaviours that are commonly associated with boredom and lack of purpose.

“My goal in writing this book is to connect people with their purpose in life. If you knew your purpose at the age of 16 or 25 instead of waiting until you’re in your 30’s or 40’s, imagine what you would have done differently and where you could now be” states Stephen Chong.

“The work of PCYC is closely aligned with this goal, so it’s the perfect location to celebrate the launch of my first book. Empowering our youth is just critical to our future”.

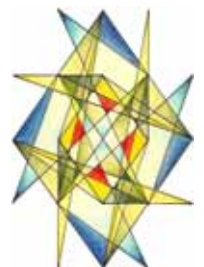
Sgt Scott Pottle, Branch Manager of Cairns PCYC agrees. “Many of the youths that we see face challenges in their lives that impact on self-esteem. With stress on family time, an increase in bullying and changes to family structure, it’s easy for our youth to feel lost and to resort to antisocial behaviour. So we encourage any avenue of learning that we can.”

“*The Book of Testaments* is a tool that we can use to support the recreational programs we run – but from a psychology and self-development point of view instead of a physical one.”

PCYC runs sport and recreation programs for young people as a form of community engagement and an alternative to anti-social behaviour. The programs are currently self-funded but with the recent support of the Department of Communities (Sport & Recreation), a major facilities upgrade to the tune of \$3million is about to commence.

The upgrade brings new opportunities for Cairns business to get involved in PCYC’s work – and the launch is an example of how business can bring profile and financial support to the Club.

According to Sgt Pottle, “many of the programs that we run are not profitable to local business, so our service fills a gap and allows families of all backgrounds to participate. As a result of the expansions, we would welcome any partnership opportunities that a business cares to bring”.



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The launch will be attended by The Hon Desley Boyle MP, who will participate in her capacity as patron of PCYC to officially welcome the Cairns Business community to the facility and outline the changes that are about to get underway.

The event will take place on Friday 18th September from 9.00am to 11.00am. \$1.00 from every book sold on the day will be donated to PCYC to assist with its work and to date, 60 key business people are expected to attend.

– ends –

PHOTO/INTERVIEW OPPORTUNITY

- WHO** The Hon Desley Boyle MP, Cairns Business Identity and Author Stephen Chong, PCYC Branch Manager Sgt Scott Pottle and Cairns Business Identity Elmarie Gebler
- WHAT** Opportunity to photograph/video Desley Boyle MP as guest speaker and patron of Cairns PCYC, and capture the official launch of *The Book of Testaments* which highlights the importance of “finding purpose” in the lives of youths
- Opportunity to interview Desley Boyle MP, Stephen Chong, Sgt Scott Pottle and Elmarie Gebler
- WHEN** 9.30am on Friday 18 September 2009
- WHERE** Cairns PCYC, 91 McNamara Street, Manunda

For enquiries and further information please contact:

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