

MEDIA RELEASE

FOR IMMEDIATE RELEASE
WEDNESDAY 16 SEPTEMBER 2009



BUSINESS LEADERS SHOW THEIR SUPPORT FOR CAIRNS PCYC

More than 90 key business people will be at the Police-Citizens Youth Club (PCYC) this Friday, 18 September to attend the official launch of *The Book of Testaments* – a book that teaches young people how to find and embrace their life purpose.

The Book of Testaments will be launched by its author, Stephen Chong, a Cairns business identity who believes empowering youth with knowledge will help them find their path in life at an early age.

“My goal in writing this book is to connect people with their purpose in life. 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,” states Stephen Chong.

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.”

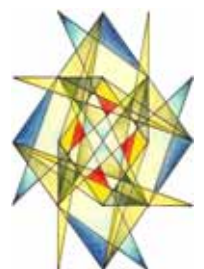
PCYC runs sport and recreation programs for young people as a form of community engagement and an alternative to anti-social behaviour. The programs are currently self-funded but with the recent support of the Department of Communities (Sport & Recreation), a major facilities upgrade to the tune of \$3million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

The event will take place on Friday 18th September from 9.00am to 11.00am and \$1.00 from every book sold on the day will be donated to PCYC to assist with its work. Approximately 95 key business people are expected to attend.

The Book of Testaments is Stephen Chong’s first book.

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PHOTO/INTERVIEW OPPORTUNITY

WHO	Cairns Business Identity and Author Stephen Chong, PCYC Branch Manager Sgt Scott Pottle and Cairns Business Identity Elmarie Gebler
WHAT	Opportunity to photograph/video the official launch of <i>The Book of Testaments</i> which highlights the importance of “finding purpose” in the lives of youths Opportunity to interview Stephen Chong, Sgt Scott Pottle and Elmarie Gebler
WHEN	9.30am on Friday 18 September 2009 (guests arrive from 9.00am)
WHERE	Cairns PCYC, 91 McNamara Street, Manunda

For enquiries and further information please contact:

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Support documents available:

A number of background documents are available in support of this release.

- About the Author, Stephen Chong
- About the Book, The Book of Testaments
- About the Mandala (the book's cover)
- Sample Q&A's with the Author, Stephen Chong
- High Res image of the author, Stephen Chong
- Video footage and High Res Images will also be available after the event

This information may be accessed online at <http://www.stephenchong.com.au/media.html>.

