

**For Immediate Release
January 27, 2010 | 07-10**

Contact:

Angela Forster, Director, Marketing and Communications
Laurier School of Business & Economics
519-884-0710 ext. 3145 or aforster@wlu.ca

Kevin Crowley, Associate Director: News & Editorial
Wilfrid Laurier University
519-884-0710 ext. 3070 or kcrowley@wlu.ca

Laurier student wins first prize at Queen's Entrepreneurs' Competition

WATERLOO – Christopher Carmichael, a fourth-year student at Wilfrid Laurier's School of Business & Economics, won the \$15,000 grand prize for his BuildMyLanyard venture at the 2010 Queen's Entrepreneurs' Competition held this past weekend in Kingston, Ontario.

Carmichael pitched his business — a web-based, wholesale retailer of custom-designed lanyards (cords worn around the neck to hold name badges, keys, etc.) — and was included among six finalist teams comprised of undergraduate students from around the world, including the United States, Singapore, Australia and Canada.

"Laurier is quickly becoming the leading business school in the country," said Ginny Dybenko, dean of the Laurier School of Business & Economics. "Our students' consistent and winning performance both in competitions and in the workplace is a testament to the strength of our business program."

Founded in 2009, Carmichael's business enables companies to customize their lanyard design for use in tradeshow and conferences. His company exceeded \$50,000 in revenue in its first year, and he expects it to top \$200,000 in sales this year, with early customers including the Telus and the TEDx conferences in Vancouver and Toronto.

"Laurier's business program provided me the opportunity to use the material I learned in class, apply it to my business and excel in both my academic and business career," said Carmichael. "I've wanted to come to Laurier to study entrepreneurship since I was in grade 10, and I am so glad that I did, or I wouldn't be where I am today."

The Queen's Entrepreneurs' Competition was founded in 1988. The competition's purpose is to provide young entrepreneurs with a platform to launch successful and sustainable businesses by providing networking opportunities and access to mentors and seed funding. Held in three rounds, the competition begins with a selection of the top 16 business plans. Participants must then present their plans to a panel of business community judges to proceed to the next round.