

## NEWS RELEASE



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## CONTACT

Stephanie D'Lima, Recruitment Officer & Communications  
Student Recruitment, Wilfrid Laurier University  
519-884-0710 ext. 4515 or [sdlima@wlu.ca](mailto:sdlima@wlu.ca)

Kevin Crowley, Director, Communications & Public Affairs  
Wilfrid Laurier University  
519-884-0710 ext. 3070 or [kcrowley@wlu.ca](mailto:kcrowley@wlu.ca)

### **Business case competition winners from Vancouver high schools head to Laurier**

WATERLOO – Four high school student winners of the first-ever Laurier Business Case Competition in Vancouver, BC will head to Wilfrid Laurier University May 12 to attend the Leadership in Business Conference (LIBC).

As part of the one-day business competition held in Vancouver at the end of April, high school students joined Laurier faculty, students and alumni to develop and present a plan to help an energy drink company expand and increase sales.

A panel of faculty and business leaders selected the proposal that best met the goals of the company and was the most realistic to implement.

The winning team included grade eleven students Matthew Hart and Phillip Pennell from St. George's High School, Kevin Lin from Elgin Park Secondary School and Talya Cohen from King David High School.

As winners, the students were invited to Laurier to participate in a three-day Leadership in Business Conference (LIBC), May 12-14.

“The Laurier Business Case Competition gave Vancouver high school students an introduction to university-level case-based learning and the opportunity to think critically about business problems and solutions,” said Laura Allan, Laurier business professor. “Attending LIBC will further their exposure to business decision making and give the students a taste of Laurier’s Waterloo campus.”

High school students from across Ontario who attend LIBC will take part in workshops, lectures and networking events with other business-minded students and participate in a live business case simulation.

The conference is run by the Link student group and is part of the Laurier School of Business and Economics Student Society (SBESS).

For further information about the LIBC, May 12-14, visit: [www.thelinkonline.org/conference](http://www.thelinkonline.org/conference)