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## FOR IMMEDIATE RELEASE

### YES Montreal presents the Meet the Experts Seminar Series; Focus on the Growing Trends in Green Businesses and Social Entrepreneurship.

**Montreal, September 2007.** YES Montreal unveiled its Fall Program in September to reveal a brand new addition to its 'Meet the Expert Seminar Series'. In this unique series of seminars, YES Montreal is offering entrepreneurs of all ages and professional backgrounds the opportunity to learn from local experts with topics ranging from demystifying legal contracts, public relations and growing trends embracing 'green' businesses and social entrepreneurship.

Everything's Gone Green: Growing Green Businesses and Social Entrepreneurship, a workshop offered by YES Montreal (Youth Employment Services), aims to offer insight into the changing world of business and its growing concern with community issues and our impact on the environment. By speaking with an expert in the field of Social Entrepreneurship, this seminar will reveal the various facets and latest trends of social entrepreneurship, green economy business, and the NGO's (non-governmental organization) role in a rapidly growing field of business. Guest speaker, **Gerardo Sierra**, a moderator for the University of the Streets Café Program, a lecturer, consultant and avid social entrepreneur, will be on hand to give participants firsthand information through his own experiences and dealings as an active member in the entrepreneurial communities of Montreal and beyond.

At YES Montreal's 10<sup>th</sup> Anniversary of its Entrepreneurship Conference in 2006, the topic of Social Entrepreneurship was also featured by means of an inspirational speech by none other than the founder of Co-Op La Maison Verte. Jason Hughes.

"There is a definite trend towards the creation of socially responsible enterprises, as well as pressure on existing businesses to be more socially responsible" says Iris Unger, Executive Director of YES Montreal. YES Montreal is no stranger to all the latest trends circulating in the entrepreneurial world, and by attending this seminar, it will definitely put you ahead of the pack.

Event: Meet the Experts Seminar Series – Everything's Gone Green:  
Growing Green Businesses and Social Entrepreneurship  
Date: Monday, October 1<sup>st</sup> 2007  
Time: 6:30pm-8:45pm  
Place: YES Montreal, 630 René-Lévesque, P-185 (Annex)

The cost for YES Montreal's Meet the Experts Seminar Series: Growing Green Businesses and Social Entrepreneurship Workshop is \$15. As space is limited, interested participants are invited to register without delay. Call us to register 514-878-9788, or consult our website for additional information [www.yesmontreal.ca](http://www.yesmontreal.ca)

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For further information, media representatives may contact:

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