

Media Release

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Middlesex Workforce Development Partnership Announces Winners of Middlesex Young Entrepreneurs Business Plan Contest

Middlesex County – June 16th, 2021

In May, the Middlesex Workforce Development Partnership launched their second Young Entrepreneurs Business Plan Contest. The contest asked of youth between the ages of 8-18 to complete an entry form and submit a business plan by the end of the month. To qualify, each participant needed to be a resident of Middlesex County, have a great idea for a business they intend to start in 2021, and possess a budding entrepreneurial mindset.

The contest submissions were split into two categories. One for youth ranging in age from 8-12 and the other for youth aged 13-18. Each business plan was critiqued by 3 members of the Middlesex Workforce Development Partnership and each applicant received the feedback that was recorded by all judges.

“We were very impressed by this year’s submitted business plans,” says Middlesex County’s Director of Economic Development, Cara Finn who co-chairs the MWDP. “I am very proud to see this level of entrepreneurial spirit in our area and hope that we continue to see more business ideas like these come to life across Middlesex County,” she continues.

This year’s winning business plans ironically came from sisters Avynne Powers and Alegra Powers hailing from the Municipality of Middlesex Centre. In the 8-12 age group, Avynne detailed her “Happy Paws” business in which she offers dog walking services in her local community. Alegra submitted her business, “Ukulele Lessons with Alegra” in the 13-18 category. She has already received impressive coverage of her business including a feature on CBC London’s website and radio show.

We would like to thank all our participants again for the hard work and dedication they put into their business plans and another sincere congratulations to our winners. We wish them the best of luck in pursuing their businesses and in future endeavours.

Contact Information:

Cara Finn, Director of Economic Development
cfinn@middlesex.ca
519-434-7321