



## Press Release

# Suiting up for Superhero Week 2016

Tuesday, 1 March 2016

The YOUth Heroes' Board of Directors is busy suiting up... gearing up... for its first annual, Ottawa-wide Superhero Week taking place March 5<sup>th</sup>-12<sup>th</sup>, 2016!

Superhero Week is a formally recognized awareness week in the City of Ottawa, this year falling between Saturday March 5th and Saturday March 12th. Its purpose is to shine light on the importance and value of everyday local heroes who are leading, acting, and changing our Ottawa communities for the better.

YOUth Heroes would like to invite everyone in the Ottawa region, and even those who aren't, to get out between March 5<sup>th</sup> and 12<sup>th</sup> and thank someone in their community that is truly a local hero. Whether it be a small business owner, a social activist, a teacher that inspires... get out there and show gratitude! #ThankYourHero this Superhero Week.

#ThankYourHero is the theme for the week's extensive social media campaign, which will consist of celebrity call-to-actions, prize giveaways, and more! This theme will be reinforced in all YOUth Heroes communication throughout the week to promote the importance of recognizing those in the Ottawa community acting as heroes on a daily basis.

The week is kicking off with a launch event at Regina Street Public School on March 5<sup>th</sup> at 2PM. With an awesome dance performance from Future Shock, keynotes from dignitaries and a showcase of YOUth Heroes' Superhero School, the YOUth Heroes super team is working for a great success.

With only a few days left to prepare for the week, YOUth Heroes is busy finalizing details and promoting awareness about the week itself. That said, the team hasn't forgotten about the big picture: Ottawa this year, Ontario next year, and following that... world domination! Oh wait, that's not right...

