

# Coast Capital Youth Education Awards 2020

## 2020 Coast Capital Youth Education Awards Toolkit

### **Background**

At Coast Capital, our annual Youth Education Awards help youth who have overcome adversity and personal challenges, but are committed to pursuing their post-secondary education. Coast Capital Savings has proudly invested over \$2.4 million in more than 850 students since 2004.

In 2020, Coast Capital will be providing 61 awards, totaling over \$150,000, to grade 12 students from across Metro Vancouver, Fraser Valley, mid and southern Vancouver Island and the Central and Northern Interior.

### **How you can help**

In addition to putting up the posters we mailed to schools via Canada Post, we're providing you with assets to promote our Youth Education Awards on your social media channels to help us spread the word of this program and drive applications from students.

- Follow us on social media and share our posts with your own commentary.
- Comment, like and tag relevant people on Coast Capital posts.
- Share word of the awards on your social media. We will be posting about our Education Awards throughout March-April. You can share or retweet our posts, and add in specific instructions for how students can apply at your school.

### **Our Social Media Accounts**

**Facebook:** /coastcapitalsavings

**Twitter:** @coast\_capital

**Instagram:** @coast\_capital

**LinkedIn:** /coastcapitalsavings

Should you have any questions about the program, please email us at [education.awards@coastcapitalsavings.com](mailto:education.awards@coastcapitalsavings.com).

Thank you for your continued support of our Youth Education Awards.

Sincerely,

*The Coast Capital Community Leadership Team*

