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Contact: Dorian Boswell
Renée Goodman cell: (250)-265-8519
cell: (250)-265-8864 work: (250)-265-3638 ext. 3908
email: r.b.goodman.17@gmail.com email: dboswell@sd10.bc.ca

Canadian School Business Goes International

The students of the Outdoor Education Program from Nakusp Secondary School in BC, Canada, are bringing their unique products to the Seattle International boat show. This small outdoor entrepreneurial program creates two products: the Rollyblade fishing flasher and the EZ-lite Tinder Kit. These products are hand made and marketed by the students. Last year they took first and third place in Jr. Dragons Den

This is the program's first year in Seattle, however the students have attended the Vancouver International Boat show for the past three years. "This program is about hands on learning for the students." says Dorian Boswell, the program founder. The students are in charge of all aspects of their business, including manufacturing and selling their product.

The program has had tremendous success in the past, raising \$29,000 just last year. Students gained recognition in Washington in November 2016, at the Pasco school district Enterprise week, where they collaborated with other students and business owners from the area. Three students represented their school at this event and had the opportunity to speak extensively about the program.

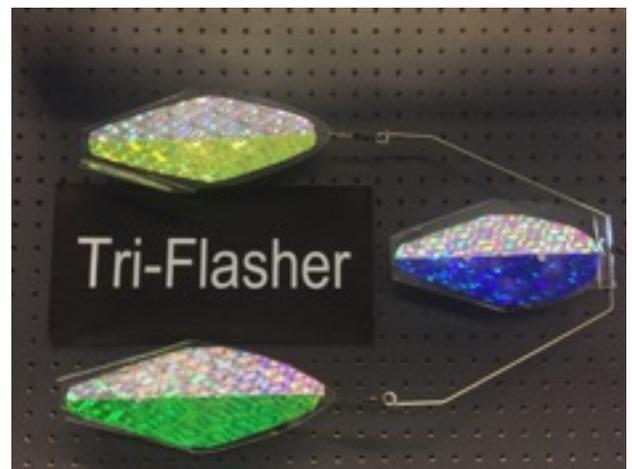
This year Outdoor Ed decided to test the waters in Seattle and debut their products with high hopes. These trips provide the students with exciting new experiences. Nakusp (pop. 1500) doesn't offer much and the trips students take to shows allow them to explore different activities. "Last year in Vancouver, we were able to go to a hockey game, go to a ballet, go rock climbing and go to the aquarium. It's nice to have money for our program even though we're from a small school and a small town." says student Renée Goodman, who has been with the program for the past 3 years.

The program also focuses on outdoor learning and students do a unit on Search and rescue where they complete the 80 hour course required to become Search and Rescue certified. The program was founded three years ago with the intent of providing students with real-life experiences. "The idea with outdoor Ed is that when students graduate, they will have applicable skills to put on their resumé and get a job immediately after High School." adds Boswell. In addition to Search and rescue, students take certification for first aid, traffic and flagging, food safe, and WHMIS among others. The students use the profits from their business to fund these tickets and become self sufficient.

For more information visit www.rollyblades.com find the SD10 Outdoor Education documentary and check out our story.



(left): EZ
lite tinder kit
(right):
Rollyblade
flasher with tri-
flasher colour
setup

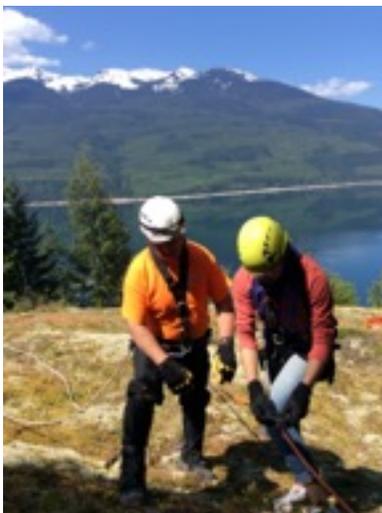


“They were there to sell two products that they helped to create, market and build. It's one of the ways that the school raises money for its outdoor education program.” - CBC news

“Students from Nakusp Secondary School's promising outdoor education class return to the Show for the second time and will be showcasing their tri-flasher fishing lure, the Rollyblade. This one-of-a-kind fishing lure can be used with any bait at any boat speed to flash trailing fish. The Rollyblade works incredibly on any predatory fish, from salmon to halibut, trout and cod. Drop by their booth in the feature area of the Vancouver Boat Show and hear about their industry-changing development!” - New Westminister Record



Students Bryce Fridenberger (left) and Cameron Olson (right) speak to a customer about the EZ lite tinder kit at the Vancouver International Boat show in January 2016.



Student Adriel Goodman (right) and instructor Gord (left) gear up for her ropes safe training as part of her Search and Rescue Course in May 2015