

March 31, 2010

For Immediate Release

**“Living Alive” Campaign**  
**Youth Influencing Youth With Life’s Brilliance**

What does it mean to be alive? In the conventional sense, it could be the ability to breathe, exist, and physically function as an organic lump of matter. On the other hand, perhaps it is the ability to live with zest and love for the people around us. Or maybe it is the capacity to feel emotionally, as well as physically, the pains and pleasures of life. In an attempt to answer this age-old question, Across U-hub is undertaking a 13-month campaign called Living Alive, which extends from February 2010 through to February 2011.

The campaign is designed to encourage today’s youths to reflect upon positive living values and ultimately encourages them to develop their own interpretations of a meaningful life. Living Alive aims to achieve these objectives through three different events: a Slogan Contest, a T-Shirt Design Contest, and a Photography and Short Film Contest.

The contests each showcase a different media outlet, all of which are popular among young people today. For instance, the concept of the Slogan Contest is similar to the “What’s on your mind?” status messages that are popular on the social networking website, Facebook. In addition, the various video clips hosted on the video sharing website, YouTube, are similar in nature to the Short Film Contest.

In the process of designing contest entries, we encourage participants to engage in thought-provoking self-reflections and discussions with other people in order to acquire a greater understanding of the meaning of a positive life. Between October 2010 and February 2011, exhibitions of the winning entries will also be hosted at various community centers and public spaces throughout our city to encourage further reflection. Finally, to conclude the 13-month campaign, Living Alive will host an Awards Ceremony commemorating the competition winners and detailing the journey for the search of the purpose that makes life joyous and rich.

On March 31, 2010, Across U-hub held a press conference in an effort to create awareness for the Living Alive Campaign. The press conference began with Ms. Nicole Wong, Executive Director of Across U-hub, introducing the concept of Living Alive and explaining the importance of it to our youths today. She also had the opportunity to announce the final slogan for the Living Alive Campaign, which is “Stunningly Vibrant”. The slogan encourages youths to live their lives fully and to use the positive vibrant energy in order to inspire the people around them. Professor Eric Fong, Chair of Across U-hub’s Board of Directors, followed with a speech outlining the importance of developing each youth’s interpretation of a positive life. He also explained how the different media outlets used in the campaign allow youths to interpret positive living values using different perspectives. Ms. Mandy Choi, a youth representative at Across U-hub, spoke about the trip that she and a group of volunteers took to Sichuan, China following the May 12<sup>th</sup>, 2008 earthquake that left behind a large devastation in its wake. She also spoke about the personal struggles she faced when making the decision to go to Sichuan and how she was able to overcome them with support from her peers.

For more information about the Living Alive Campaign, please visit our website at [www.livingalive.ca](http://www.livingalive.ca) or contact us by telephone at (905) 944-1944 or through email at [livingalive@acrossuhub.com](mailto:livingalive@acrossuhub.com).

### **Across U-hub Overview**

*Together we help nurture our youth:*

- *To become a bridge across cultures by taking roots in Canada while developing a global perspective*
- *To become servant leaders for communities by helping them grow holistically*

### **Our Work:**

*We adopt creative, interactive and multi-disciplinary approaches:*

- *To nurture our youth’s holistic growth*
- *To cultivate their servant leadership skills*
- *To promote peer support and mentorship*
- *To foster their sense of community and to encourage active participation in cultural and civic activities etc.*

### **Inquiries:**

For more information about Across U-hub, please call us at 905-944-1944, e-mail us at [info@acrossuhub.com](mailto:info@acrossuhub.com), or visit our website at <http://www.acrossuhub.com/>.