

CareerBeacon and East Coast Lifestyle, with new partner Wilsons, announce an updated \$25,000 YearOne Bursary Challenge focused on helping Atlantic Canadian students.

Moncton, May 8, 2024

The 2024 edition of YearOne will include four (4) \$2,500 bursaries for students pursuing careers in trades.

CareerBeacon, East Coast Lifestyle, and new partner Wilsons are joining forces to launch the updated YearOne bursary challenge, which provides \$25,000 across ten (10) bursaries to support the next generation of promising individuals in Atlantic Canada.

Last year, the YearOne bursary program received over 800 applications. "Seeing how impactful it was to the winners last year, we immediately knew we wanted to do this again," said Yves Boudreau, CEO of CareerBeacon.

Kaitlyn Breon, one of the 2023 bursary winners, said, "I've just finished my first year of university at Memorial University of Newfoundland, and this bursary was a huge help in making that happen for me."

"At East Coast Lifestyle, we are deeply committed to empowering the youth of Atlantic Canada. By aligning our efforts with the goals of the East Coast Lifestyle Foundation, we continue to support and nurture the dreams of our community's emerging leaders," said Alex MacLean, CEO of East Coast Lifestyle.

This year, Wilsons, another iconic Atlantic Canadian company, is bringing a new dimension to the bursary. "We loved the Year One concept, and we wanted to contribute towards promising students pursuing careers in trades." said Schranz D'Souza, Marketing Manager at Wilsons.

Empowering Atlantic Canada's Next Generation:

The YearOne bursary program totals \$25,000, with \$10,000 earmarked for students pursuing careers in trades. The bursary is intended for first-year post-secondary students and aims to foster talent in Atlantic Canada by reducing the financial barriers to higher education. The three partners are dedicated to nurturing the educational and career ambitions of the region's youth.

"This bursary not only assists students as they embark on their educational journeys but also underscores our commitment to spotlighting Atlantic Canada as a prime region for ambitious talent and innovative employers," said Esteban Sanchez, Head of Marketing at CareerBeacon.



How to Apply:

From May 8th to June 30th, first-year post-secondary students attending an Atlantic Canadian institution are invited to apply for the bursary by visiting www.year-one.ca. Applicants are encouraged to share their change-making stories and aspirations.

Full details and eligibility requirements are available on the [YearOne website](#).

The three companies invite students, educators, and all community members to promote this exciting opportunity. "Every mention and discussion about the YearOne bursary might just inspire the next great leader to begin their journey towards a rewarding career," adds Sanchez.

About CareerBeacon:

CareerBeacon is one of Canada's leading recruitment and talent acquisition sites dedicated to supporting employers in finding and managing new talent and helping job seekers find great career opportunities. For more information, please visit careerbeacon.com.

About East Coast Lifestyle:

Specializing in everything surf, snow, and street, East Coast Lifestyle allows everyone to wear their heart on their sleeve with fresh designs and high-quality clothing. East Coast Lifestyle allows you to bring a piece of home with you wherever you go – helping you connect with your coast from around the world. For more information, please visit eastcoastlifestyle.com.

About Wilsons:

Based in Atlantic Canada, Wilsons is a leading service provider to thousands of home and business owners. From reliable fuel delivery with Wilsons Heating, expert heat pump installations with Wilsons Mechanical, to critical security and life safety services with Wilsons Security, clients trust Wilsons to deliver professional solutions with a premium customer experience. Visit wilsons.ca for more details.

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