



## **SIR RICHARD BRANSON UNVEILS VIRGIN MOBILE RE\*GENERATION'S BOLD NEW FOCUS**

### ***Virgin Mobile RE\*Generation will help at-risk and homeless youth get jobs***

**Toronto (ON) September 9, 2014** – Empowering a generation to help its own and supporting at-risk and homeless youth has been at the heart of Virgin Mobile Canada's pro-social initiative since its creation in 2008. Last night at an exclusive Arkells concert, Virgin Group Founder Sir Richard Branson unveiled Virgin Mobile RE\*Generation's bold new focus, partners and amped-up programs that will help at-risk and homeless youth develop skills they need to get and keep jobs. Virgin Mobile RE\*Generation is committed to helping 450 young people find jobs in the next three years.

"Right now 225,000 Canadian youth are not in school and aren't employed. Without the right skills or opportunities, youth could slip into the cycle of homelessness," says Sir Richard Branson, Virgin Group Founder. "Virgin Mobile RE\*Generation isn't looking for a temporary fix, we need a long-term solution! Receiving skills-training and long-term employment opportunities will make a lasting impact to the lives of Canadian youth."

Virgin Mobile RE\*Generation has teamed up with CivicAction and Social Capital Partners to raise awareness about how Canadians can help youth find and keep jobs. Investments will be made in programs that provide at-risk and homeless youth with the in-demand skills employers are looking for in IT, digital print, food services and construction industries. These programs will be managed by leading youth-serving groups including NPower Canada, Eva's Phoenix, Threshold School of Building, Wood's Homes and Broadway Youth Resource Centre.

To provide Virgin Mobile Members and Canadians with the opportunity to get involved and make an impact in the lives of at-risk and homeless youth, Virgin Mobile has turned up the dial on two existing Virgin Mobile RE\*Generation programs.

For the first time ever, Virgin Mobile and Samsung Canada have announced that four phones from the GALAXY family of devices will help do some good. The Samsung GALAXY S3 and Samsung GALAXY S4, along with the upcoming Samsung GALAXY Alpha, will join the Samsung GALAXY S5 as part of the new RE\*Generation Phone Family. Starting today, a portion of sales for each of these phones purchased in Canada from Virgin Mobile will be donated to Virgin Mobile RE\*Generation to help at-risk and homeless youth gain employment. Donation amounts include:

- \$15 from the Samsung GALAXY S5 and Samsung GALAXY Alpha
- \$10 from the Samsung GALAXY S4
- \$5 from the Samsung GALAXY S3

"The Virgin Mobile RE\*Generation movement is incredibly important to Samsung Canada, which is why we are so proud to partner with Virgin Mobile for the sixth year in a row," said Paul Brannen, executive vice president, mobile solutions, Samsung Canada. "This year we are excited to expand our RE\*Generation devices to now include four great phones from our GALAXY family – making it even easier for Virgin Mobile Members to do some good. With programs like this, we can continue to empower Canadians to lend a hand and make a lasting change within their local communities."

Virgin Mobile is also cranking the music for a good cause to host a holiday RE\*Generation benefit concert. This news is so fresh that you'll need to stay tuned for more details.

"We wanted to offer more Members and Canadians the opportunity to make an impact in the lives of at-risk and homeless youth," says Joseph Ottorino, managing director, Virgin Mobile Canada. "The new and expanded



RE\*Generation phone program and benefit concert provide the perfect opportunity for more people to do some good.”

Ready to join the movement? Head to [www.virginmobile.ca/regen](http://www.virginmobile.ca/regen) to learn more about the cause and other opportunities to get involved in helping at-risk youth.

### **About Virgin Mobile RE\*Generation**

In 2008 Virgin Mobile RE\*Generation was created to empower a generation to help its own and support at-risk and homeless youth. This movement is committed to helping at-risk and homeless youth across the country get the skills they need to find and keep jobs. To date, more than \$2.5 million has been raised and dispersed to leading youth-serving agencies across the country from programs such as Change For A Dollar, Text to Donate, the RE\*Generation phone and ongoing benefit concerts.

Join Virgin Mobile RE\*Generation to help youth emerge from the cycle of homelessness. Visit [www.virginmobile.ca/regen](http://www.virginmobile.ca/regen) for more information.

### **About Virgin Mobile Canada**

At Virgin Mobile, you're not a customer, you're a Member and "Members Get" exclusive deals from awesome brands, a shot at VIP access and one-of-a-kind experiences to events in Canada and around the world. That's on top of super-hot smartphones on ridiculously-fast LTE speeds and plans with loads of extras built right in! Virgin Mobile Members and Canadians can do some good in their local communities by helping empower at-risk and homeless youth in Canada with [Virgin Mobile RE\\*Generation](#).

Wanna hook up? There are loads of ways, head [online](#) or call 1-888-999-2321 to get in the know. Get personal with Virgin Mobile Canada on [Facebook](#), [Twitter](#), [Instagram](#) or [Pinterest](#).

### **About Samsung Electronics Canada**

Samsung Electronics Canada is a global leader in technology, opening new possibilities for young minded consumers everywhere through innovation, stylish design and premium experiences. Through relentless innovation and discovery, Samsung is transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. As a result, Samsung has become a true leader in the technology industry. In 2013, Samsung was ranked #8 in the Interbrand 100 Best Global Brands while the Canadian arm was named as one of Strategy Magazine's 2013 Brands of the Year and Marketing Magazine's 2012 Top 10 Marketers of the Year in Canada. Globally, Samsung employs 286000 people across 80 countries with annual sales of US\$216.7 billion.

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