

## “COUNT ME IN TORONTO” BECOMES WORLD’S LARGEST YOUTH-RUN EVENT: INSPIRES TEENS ACROSS THE GLOBE WITH VIEWERS IN 69 COUNTRIES

- #CountMeInToronto trends internationally & helps achieve overall reach of 2.2 million -
- Entire event & broadcast produced by 19-year-old [Shane Feldman](#) & his team of youth -

**TORONTO, Ontario (May 7, 2014)** On April 29, 2014, international teen icons Alli Simpson, Luke Bilyk, Jessica Tyler and Ashley Leggat joined an electric line-up of speakers and entertainers including Fefe Dobson, Nikki Yanofsky, The Treble, Suzie McNeil, and The X Factor’s Carlos Guevara, at the world’s largest youth-run event: “Count Me In Toronto”. Taking over The Sony Centre for a day promoting student leadership and volunteerism, the acclaimed field trip boasted a sold-out audience of over 3,000 Ontario teens, and reached 2.2 million more in 69 countries around the world through a live webcast. The intimate and empowering event, which was streamed internationally on [cmimovement.com](http://cmimovement.com), was designed to inspire community involvement and help connect youth with local volunteer opportunities matching their interests.

[Shane Feldman](#), one of Canada’s *Top 20 Under 20*, and the 19-year-old founder and Executive Director of Count Me In, explains that this movement was inspired by his difficult transition into high school in 2008.

“I fell into a depression and was ready to give up on my school,” Feldman recalls. “What I thought was a meeting to transfer me to a new school turned out to be the beginning of my addiction to volunteerism.”

Today, Count Me In has grown from a small school project into a national charity that is closing the gap between teenagers and the charitable sector. Recognized for their dynamic youth engagement strategy, Count Me In is the spark that inspires teens to get involved in their communities, and helps connect them with local volunteer opportunities matching their interests.

The groundbreaking Count Me In program, designed to influence youth-driven social change, has been dubbed one of the most inclusive student initiatives. Catering to a diverse population including both at-risk students and young leaders, Count Me In Toronto leveraged some star-power to engage their audience. More than 20 different acts ranging from award winning musicians to motivational athletes hit the Count Me In stage, each lending their own unique stories and perspective to help promote leadership and volunteerism.

### PRESS CONTACT INFO:

MEDIA CENTRE / EPK -- **Event Photos & Video:** <http://bit.ly/CountMeInMediaCentre>

Full Line-Up of Speaker & Performers: <http://bit.ly/cmiTorontoSpeakers>

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