

FOR RELEASE ON MAY 17, 2010

**West Coast Chocolate Festival President Recognized with
Tri City REACH Award**

Vancouver, BC—May 17, 2010— Farid Jamal, President of the Société West Coast Chocolate Festival Society was recognized and honoured recently with a Tri-City REACH Award (“**R**ecognizing **E**fforts and **A**chievements **A**cross **C**ommunity and **H**ome”), for his dedication and leadership as an adult mentor in the Tri-Cities area. The award was bestowed on Mr. Jamal for his actions not only as a role model, but for his work in creating opportunities for youth in the community.

The annual Tri-City REACH Awards recognizes the generous contributions of individual youth, youth groups, businesses and organizations, and adult mentors in Coquitlam, Port Coquitlam and Port Moody who have helped to make those communities youth friendly. Mr. Jamal was recognized at the Tri-City REACH Awards Ceremony on May 6, 2010, at the Gathering Place in Port Coquitlam BC.

About The West Coast Chocolate Festival

As President of the West Coast Chocolate Festival, Mr. Jamal oversees an organization that produces the largest Chocolate Festival in Western Canada. The Festival strives to empower youth, by creating mentored work experiences through chocolate inspired events. Each year in the fall, the Festival produces dozens of chocolate events throughout the Lower Mainland. In addition to providing mentored work experiences for youth, the Festival employs post-secondary students in the summer to assist in festival program development, marketing and communications. At the start of the school year, youth from schools throughout the region are engaged in mentoring positions, as are our emerging artists and performers, who are provided with paid performance opportunities.

The festival thrives upon a passion for empowering youth through mentorship initiatives by providing positions for students in various festival projects, which cover a wide variety of areas of study. Sign up to volunteer and be part of the West Coast Chocolate Festival Team!

Mission Statement — The Société West Coast Chocolate Festival Society is a non-profit organization that **empowers youth** by creating **mentored work experiences** through chocolate inspired events.

When does the festival take place?

The West Coast Chocolate Festival runs annually in the months of October and November. As the festival grows, its length extends each year. This year, we’re starting out the festival with an event for volunteers on October 3rd. The events that open to the general public will go from October 15th to November 10th. The festival comes to a close with our Great Chocolate Caper event.

For more information on the West Coast Chocolate Festival, please visit www.chocolatefestival.ca or email **Festival Director, Dawn Donahue** dawn@chocolatefestival.ca 604.628.9547