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Newest Evo Ambassador: YIELD - Youth Initiatives & Education in Lifestyles & Driving

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Evo Overview:

Constable (Cst.) Gord Buck of the Royal Canadian Mounted Police (R.C.M.P.) is not only a dedicated law enforcement agent but he also runs one of the most successful youth education and road safety programs in Canada called YIELD - Youth Initiatives & Education in Lifestyles & Driving. His association represents a coalition of R.C.M.P. officers and other civil servants in areas of Firefighting and Rescue that travel to schools and community events to promote education and healthy lifestyle choices for the youth. In a unique method to incentivize youth to speak with their association they use a retired R.C.M.P. highway patrol car, a 1995 Chevrolet Caprice, that has been converted to a drag race car. With a comfortable atmosphere created through motorsports the members of the association are able to speak about road safety and in general, life decisions, and how their choices (young adults) can affect their well being and that of others.



Evo Street Racers looks forward to working with Cst. Buck and YIELD as the newest Evo Ambassadors to the association. We intend on focusing on creating a multi-national solution on solving a dangerous crime that plagues both our countries: illegal street racing.

To learn more about YIELD and to show a sign of support please visit their Facebook page by following the below link:
<http://www.facebook.com/pages/YIELD-Association/41709103661>

Official Release: (Y.I.E.L.D)

According to Statistics Canada in 2002 an estimated 492,000 youths between the ages of 14 and 24 made up Alberta's population. To put this into perspective this equates to a group of people approximately half the size of Edmonton.

This very important group of society has numerous decisions to make each and every day that will affect their lives for years to come. Some of the obstacles to fall in their paths include: peer pressure, parent pressure, increasing technology, an educational system and a justice system to name only a few.

OUR MISSION STATEMENT

Y.I.E.L.D. (Youth Initiatives & Education in Lifestyles & Driving) was formed to supplement and assist the various organizations in providing Alberta's youth with informed direction/information while making some of the hardest decisions of their lifetime. **Y.I.E.L.D.** brings together young people, RCMP members, caring individuals and corporations to provide advice, knowledge, resources and guidance to make those decisions right the first time. **Y.I.E.L.D.** promotes responsible driving, continuing education, substance use/abuse alternatives, and open two-way communication between youth and law enforcement.

THE ASSOCIATION

Y.I.E.L.D. is comprised of a group of regular and auxiliary RCMP members, along with dedicated members from other accredited police, fire, and ambulance agencies with a wealth of experience. All of the members recognize a need to reduce serious injury and fatality collisions that are the cause of a large percentage of deaths within the 14 to 24 year old age range.

Y.I.E.L.D. was formed in 2002 through guidance and suggestions from similar excellent programs such as SuperCops Racing Society a program developed by RCMP members in and around Edmonton and BlueLine Racing Society a program developed by Edmonton Police Service members. Both programs address similar issues and promote the "Street Legal" program as will **Y.I.E.L.D.**, with some subtle differences and changes. The SuperCops program had given seven years of wonderful commitment to central and northern Alberta students with visits to various British Columbia schools. BlueLine's program has been operational since 1997 and has provided excellent dedication to students in the city of Edmonton with resources similar to that



of SuperCops programs.

Y.I.E.L.D. wishes to continue the work of the SuperCops program and to continue the legacy that these organizations have pioneered by providing resources and guidance for Alberta youth. At this time the SuperCops Society has ceased to exist and **Y.I.E.L.D.** has been created to fill this void in presenting to our youth.

TOOLS

Y.I.E.L.D. will be using various tools to present the Street Legal program to Alberta youth. An electronic slide presentation with digital photos, videos, statistics and testimonials are being developed. These will show what can happen when improper decisions are made, even during everyday life situations. In presentations, a discussion group will explore what alternatives are available to prevent unwise choices from occurring.

Y.I.E.L.D. has as its program car, a former R.C.M. Police Highway Patrol, Chevrolet Caprice. This car will be used at the local Castrol Motorsports Park near Nisku, Alberta and other venues throughout Alberta. The vehicle is used to attract the targeted youth by getting them involved with police by racing together in a safe and legal setting. The program will occasionally go on the road to other Alberta tracks but the majority of the programs activity will be within the Provincial Capital region.

The **Y.I.E.L.D.** program will also be working with local recognized celebrities and from within the motor sports community to assist the program during school presentations and static displays. This will allow our youth the opportunity to learn about other activities that they were not aware of or did not think were accessible to them.

There are no Tax dollars used in our program.

PARTNERSHIP'S

Y.I.E.L.D. is a registered Society and Non-profit Charitable Organization and is working hand in hand with the other organizations working with our youth and uses only funds and supplies that are donated or partnered by individuals and organizations. These donations are used to pay for vehicle expenses, displays or props. Members of the Association donate their time for static displays, exhibitions, trade shows and traveling to and from these events. Presentations to youth at schools around the province are done on duty and while acting as a member of the RCMP. Any donation or partnership is 100 % tax deductible and set at the value for the product or service agreed upon by the partner and **Y.I.E.L.D.**

The **Y.I.E.L.D.** Association requests a three-year commitment that can be delivered in one of two ways. There may be a one-time contribution at the commencement of the partnership that is in place for the remaining three years and includes a tax-deductible receipt for 100% immediately. The second option is to provide one-third of the total contribution at the start of the sponsorship and supply the remaining two-thirds split over the following two years. The partnership can be in the form of a donation to **Y.I.E.L.D.** in whole or as a lease agreement for a certain period of time. **Y.I.E.L.D.** will work with the various partners and attend displays and events set up by the partners to further the Street Legal programs and show our appreciation for you and your company for the funds, services or products you have provided. **Y.I.E.L.D.** cannot endorse or promote any specific product or service provided by its partners.

Members of **Y.I.E.L.D.** would like to thank you for taking the time to learn about our program and hope you and your organization will feel the program is important enough to provide assistance.



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