



**Canada SOS: Students Offering Support**  
267 Hemlock Street, Unit B, Waterloo, Ontario, N2L 3R4  
<http://www.canadasos.org/>  
519-498-6528

**PRESS RELEASE**  
*March 3, 2008*

## **Canada SOS Finds Fans and Silver at Queen's Competition**

WATERLOO, Ont.: Canada SOS steals the business plan spotlight once again by securing second place at the 2008 Queen's Entrepreneurs' Competition in Kingston. After reviewing 60 business plan submissions from three countries, judges deem Greg Overholt's SOS business plan worthy of the \$6000 prize.

SOS's innovative use of 'Exam Crams' is the key to reducing students' stress while raising over \$125,000 for development projects worldwide. The social venture is doing something right; especially when competing finalists confessed to Overholt they hoped SOS would take home the win.

"The comments, feedback and support received from the judges, volunteers, and competitors was absolutely remarkable," said Overholt, founder and executive director, Canada SOS. "Being awarded second place was simply icing on the cake compared to the numerous donors, investors and volunteers who expressed interest in getting involved with SOS in the near future."

SOS will use the prize money to reach dedicated student leaders on university campuses across Canada. The funds will also help build the necessary infrastructure required for its future national launch. By September 2008, SOS hopes to be a household name among students on ten university campuses, including McMaster, York and McGill.

"I am impressed with SOS's concept. It involves great lateral thinking and SOS is well deserving of its top position in the competition," said Tom Kennedy, founder and managing director of Kensington Capital Partners and QEC judge. "SOS mobilizes student energy and converts it to valuable assets in the developing world. Its fuel is students' learning requirements which is nonpolluting and sustainable."

**Canada SOS: Students Offering Support:** Founded in 2007, Canada SOS provides university students with 360 degrees of volunteerism. Through SOS 'Exam Crams', upper year honour roll students volunteer their time and lead their peers through effective review sessions prior to an exam. Admission for an SOS 'Exam Cram' is a \$20 donation and funds raised create sustainable community development projects worldwide. Volunteers raise marks and money while raising the quality of life for thousands in developing nations. All SOS projects are devised, planned and executed by volunteers on each school's annual volunteer trip. SOS currently supports chapters at Wilfrid Laurier University and Trent University.

Canada SOS is in the process of being enlisted as a registered Canadian charity and is developing corporate partnerships to ensure necessary financial support for further growth.

**Queen's Entrepreneurs' Competition:** Entering its 20th year, QEC is the foremost international undergraduate business plan competition in Canada. QEC stresses the importance of innovation and new venture creation, while striving to attract top Canadian entrepreneurs and industry leaders as speakers, judges, and sponsors. Such guests inspire competitors and create a unique environment over the course of the final weekend. QEC is a great place for like-minded entrepreneurs to network with each other and business professionals.

