



*Tsi Nahò:ten Karihwanákere Nó:nen'k*

# PRESS RELEASE

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## KYC Fundraising Billboard

### For Immediate Release

**(Kahnawake – 21, Enniskó:wa/March 2017)** The Mohawk Council of Kahnawà:ke (MCK) and the Kahnawà:ke Youth Center (KYC) are pleased to announce that a digital billboard will be purchased and located at the Kahnawà:ke Services Complex this Spring.

The billboard will be located on the main Services Complex building wall facing the parking lot. The goals are to create a new tool to inform the Community and to generate revenue for the KYC. The location of the billboard was chosen to be in an area where most of the Community visits, has no impact on residents and will not compete with the Cieslok billboards on the local highways.

The billboard will be administered by MCK Public Relations but sales will be coordinated by the KYC, who will keep 100% of all revenues and cover any maintenance costs. The MCK will cover the cost of the billboard.

The expense was approved by the Chiefs sub-committee known as the Finance, Administration & Operations Committee and the location was approved by the Kahnawà:ke Services Complex Building Committee.

The plan is to operate the billboard during daylight hours only, but residents in the immediate area will be asked if they agree to night time operation for a trial period of one year to be re-assessed next Spring by the same residents.

“The KYC faces funding challenges on a regular basis and relies heavily on yearly contributions from larger organizations,” said Director of Operations Marcy Delisle. “This initiative will assist us in reaching our fundraising goals as we strive to offer innovative, needs-based programming and services to our ever-evolving community.”

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