



For media inquiries please contact:
DUET PUBLIC RELATIONS
Jennifer Love or Alyssa Fraser
416-271-5477

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Australian Expats Shake up Canada's Corporate Team Building Industry With Aussie Sports, Aussie Slang & A Deal With Boston Pizza's King



TORONTO – November 16, 2011: On the heels of making a \$150,000 deal with **Jim Treiving** on **CBC's Dragons' Den** last Wednesday, **Aussie X** - a booming school program that has taught over 112,000 Canadian youth the power of sport and community through Australian sports - launched its corporate team building program for adults starting with **Boston Pizza**.

"I think [**Aussie X** is] on track by moving into the corporate sector with team building. They are still doing their school programs and that's important but there are a lot of businesses that need that kind of enthusiasm and these guys are unbelievable," **Jim Treiving** told the **Financial Post**.

Developed with the help of **Gerard Murphy**, the elite sports team development coach who was enlisted by **England's** rugby team in preparation for the **Rugby World Cup**, **Aussie X's** corporate team building program uses elite sports psychology (paired with **Aussie X's** signature Australian sports - footy, netball and cricket and token slang) to teach employees skills that transfer to and are sustainable in the workplace.

Since 2008, **Aussie X** has executed its youth programs in several Canadian cities in Ontario and British Columbia, running specialized programs for youth living in at-risk areas. In 2011, the charitable arm of **Aussie X** travelled to Kenya, where it ran sport and life skill programs for over 3,200 kids in need. This year, **Aussie X** has already engaged over 60,000 kids in 130 schools and 60 camps.

(more)

Through a partnership with **RBC**, **Aussie X** also runs a cricket program targeting Canada's new immigrants, which creates a sense of community through a familiar sport.

The **Aussie X's** Australian rules football youth-at-risk project is proudly supported by **The Ontario Trillium Foundation** and **The Toronto Police**. This year, the **Aussie X's** youth-at-risk project has been nominated for a Great Grants award by **The Ontario Trillium Foundation**.

Available for interviews:

Emile Studham, Founding Partner, Aussie X

Kaela Bree, Partner, Aussie X

Marko Sheard, Partner, Aussie X

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