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FOR IMMEDIATE RELEASE

Charlottetown Boy Ditches Biology Scholarship, Graduates From Ivey and Starts Lobster Biz Before Launching Hennessey Events: A Toronto-Based Event Marketing Company Running 150 Events Across Canada Each Year



TORONTO – April 1, 2011: Twenty-six-year-old Toronto entrepreneur **Bill Hennessey** launched his first company, a lemonade stand in Charlottetown, when he was seven. He quickly surpassed his only competitor, a neighbour's lemonade stand, by bundling the lemonade with a muffin and charging triple the price.

Almost 20 years, a discarded biology scholarship and a couple of unusual entrepreneurial endeavors later, the **Ivey School of Business** graduate owns and operates **Hennessey Events** – one of Toronto's largest event marketing companies. **Hennessey Events** throws three Toronto events each week and draws tens of thousands of guests to events under the company's own brands, **Balalooza**, **Burroughes Halloween**, **A Toronto Christmas** and **St. Party's Day**.

"I couldn't stand being hungover and dissecting dead animals in my Friday afternoon biology labs, so I switched into biz school and started making extra money doing what I seemed to do best – throwing parties for my friends," said **Bill Hennessey**, owner of **Hennessey Events**.

Hennessey Events' most recent project, **St. Party's Day**, welcomed over 3,000 guests to Toronto's historical **St. Lawrence Market** in one day and simultaneously launched a viral

campaign to make St. Patrick's Day a statutory holiday in Canada. The inaugural event and the online campaign, which engaged more than 10,000 Canadians through Facebook, Twitter, www.StPartysDay.com and an online petition, are the beginnings of what **Bill Hennessey** plans to make an annual nation-wide celebration under his **St. Party's Day** brand.

Before launching **Hennessey Events**, **Bill Hennessey** launched a successful lobster import and delivery business called **Atlantic Ocean Harvest** and a waste removal business, **StrikeGarbage.com**, which employed 25 high school students during the 2009 Toronto garbage strike.

Hennessey Events is a Toronto-based event marketing company that takes a formal business approach to succeeding in an often-unprofessional industry. The company produces more than 150 events year-round, catering to those who work hard and play harder. Targeting young professionals, **Hennessey Events** is known for hosting parties in non-traditional spaces.

For more information, please visit: www.HennesseyEvents.ca

Available for Interviews: Bill Hennessey, Owner of Hennessey Events

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The logo for Hennessey Events features a large, stylized, black serif letter 'H' on the left. To the right of the 'H', the word 'Hennessey' is written in a smaller, black, cursive script font. Below 'Hennessey', the word 'Events' is written in a similar cursive script font, but with a larger initial 'E' that overlaps the bottom of the 'H'.