

The 4th Annual TRACTION CEO Bike Build

Friday September 9, 2022

9.30 – 10.00am

Multi-User Terminal

Seafarers Street off Port Drive

PORT OF BRISBANE Q 4178

Queensland business leaders are ‘on the tools’ building a positive future for young people

WHAT:

On Friday September 9, 24 Queensland business leaders are getting ‘on the tools’ at the annual TRACTION CEO Bike Build fundraising event, learning from young people who have completed the TRACTION mentoring program.

With young people leading the way, business leaders follow their instructions on how to pull apart, strip back, rebuild and custom paint a BMX bike, which are the core elements of the TRACTION Bike Build nine-week program run in partnership with Queensland schools each term.

TRACTION engages young people aged 12-15 years old in innovative early intervention and prevention programs aimed at building resilience and keeping them engaged in learning. Young people work in small groups to complete their own hands-on projects, guiding them to develop the confidence, resilience, and skills, to help them thrive in work and life.

WHO:

24 senior executives from Queensland businesses and approx. 25 young people from secondary schools in Brisbane’s south, Logan, and the Redlands

MEDIA OPPORTUNITIES:

Photos of selected young people working ‘on the tools’ with their partner CEO
Interview with Sandy Murdoch, TRACTION Founder & CEO

MEDIA CONTACT:

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