

## THE JUNIOR JONES GROUP SIGNS DELL AS A SPONSOR FOR ELEVATE 2010 YOUTH EMPOWERMENT CONFERENCE

November 14, 2010 – The Junior Jones Group is very proud to announce the signing of Dell for High Level Learning's Elevate 2010 Conference. Elevate 2010 will provide youth with the information, tools and insight they require for success within their lives and career paths they wish to pursue. The goal is to enrich the lives of young people, while inspiring them to lead successful, socially conscious lives. The event will be held November 14-16<sup>th</sup> at the DoubleTree by Hilton Toronto Airport Hotel and feature high profile guest speakers.

"It makes perfect sense for a computer manufacturer like Dell to be involved with an education based event like Elevate 2010 since computers are such an essential tool to have today for learning and working. Dell has for many years been involved in community programs that help to lift young people to be better and do better. It's a natural fit and we're proud to have them on board as a sponsor" says Junior Jones, Founder of the Junior Jones Group.

Other sponsors for the event include Royal Bank of Canada, Long & McQuade, Evolution Fitness, Dust Busters, TAP, TK Enterprises and Flow 93.5.

### About Higher Level Learning

Higher Level Learning (HLL) is a youth empowerment organization designed to prepare students with the tools they need to recognize opportunity and utilize it to create their own path to a successful future. We are dedicated to providing youth with a multi-faceted education in addition to the standard curriculum, thus helping them gain knowledge they can use to their advantage. Our diverse curriculum geared towards youth 15-20 years old ranges in everything from personality identification to the stock market. Our organization is based on the principle that if a strong foundation is built from a young age, anything is possible!

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