



FOR IMMEDIATE RELEASE

## **ALBERTA MENTORING PARTNERSHIP (AMP) LAUNCHES PUBLIC AWARENESS CAMPAIGN TO RECRUIT MORE THAN 1,000 MENTORS ACROSS ALBERTA**

*“Mirror Mirror” reminds Albertans that their communities need them, almost anyone can be a mentor*

EDMONTON, APRIL 11, 2023 - Alberta Mentoring Partnership (AMP) is pleased to announce the launch today of their *Mirror Mirror* campaign, designed to remind everyday Albertans they can be a mentor in virtually any community throughout the province.

Since the COVID-19 pandemic, AMP and its more than 200 partners across the province have seen an increase in the number of children and youth needing a mentor. Currently, there are thousands of children and youth across the province who are on a waitlist to receive mentoring services. Mentoring programs help build healthier, happier and more resilient adults, contributing to building healthy communities. Mentoring programs also benefit and positively impact the life of the volunteer.

Across Alberta, AMP’s *Mirror Mirror* campaign consists of decal frames placed on mirrors in public spaces, inviting people to see themselves through the lens of a mentor. Campaign launch partners include [Southcentre Mall](#), [Kingsway Mall](#), [Oxford Properties](#), [Big Brothers Big Sisters of Calgary and Area](#) and [YWCA Edmonton](#).

With a simple message, the *Mirror Mirror* campaign targets new mentors, encourages past mentors to get involved and inspires existing mentors to increase their involvement. Mentoring programs have been experiencing a challenge gaining volunteer mentors, and recruitment strategies used pre-pandemic are not meeting the needs of mentor programs. The waitlist can be as long as three years for children and youth in need, particularly for male-identifying youth.

Says Sarah Chan, Community Engagement and Relationships Lead for AMP, “Mentoring relationships play an important role in making our communities vibrant and strong. More than ever, we have an opportunity to instill well-being in children and youth by helping them build resilience and the necessary skills to improve their executive functioning, social relationships and ability to cope in difficult situations.”

Says Chan, “It comes down to confidence. We want Albertans to see the mentor within themselves and feel confident going out in the community and making a difference. You don’t need to have superpowers to be a mentor, you just need to be human.”

Says Katherine O’Neill, CEO, YWCA Edmonton, “Our partnership with AMP reminds us that we can all be role models. In mentoring vulnerable youth, we not only pass on our knowledge and experience, but we also help them develop the confidence and skills they need to thrive. By investing in our youth, we are investing in a brighter future for all.”

Oxford Properties, including Southcentre Mall and Kingsway Mall, joins AMP in promoting their *Mirror Mirror* campaign. “We shape places that enrich communities, create connections and help bring people closer to one another,” said Alexandra Velosa, Marketing Manager for Southcentre Mall. “We proudly support the idea of developing a rich mentoring community, which in turn strengthens our society.”



*Sarah Chan, Community Engagement and Relationships Lead for AMP, celebrates the launch of the Mirror Mirror campaign.*

AMP helps connect qualified mentors with young people requiring guidance, direction and advocacy. In turn, this helps strengthen the future of Alberta's communities as mentored youth are more likely to develop self-worth, resiliency and make positive life choices.

"Now is the perfect time to take a look in the mirror, discover the mentor within and recognize your ability to make an impact," continues Chan. "Mirrors offer a reflection of who we are. We have an opportunity to take this everyday moment and change how we view ourselves: as mentors."

Organizations who would like to incorporate mentoring decals in their own locations are invited to reach out to AMP to help support the cause.

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## **About AMP**

Alberta Mentoring Partnership is a province-wide resource to mentoring organizations who have been providing support, research-based resources and mentor training for more than 16 years. AMP has 200 partners across Alberta, including large and small mentoring organizations. Additionally, AMP provides personal and professional development opportunities to partners and their stakeholders.

For more information on AMP, its impact on Alberta, the services it provides or to look up mentoring opportunities, please visit [albertamentors.ca](http://albertamentors.ca).

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