

DRAFT MEDIA RELEASE

For immediate release

SanJenko a FRESH Leadership Approach in Local Government

Mayoral Candidate Wayne Rowe Announces Charlene SanJenko will run for Gibsons Council

Gibsons, BC (October 7, 2011) - Charlene SanJenko, resident of the Gibsons area since 2004, will be running for Gibsons Council for the November 19 Municipal Election.

Gibsons Councillor and Mayoral Candidate, Wayne Rowe, said "I am delighted to hear that Charlene has decided to put her name forward as a candidate for election to Gibsons Council. Charlene's perspective as a successful, youthful, female entrepreneur will be a welcome addition. I strongly believe that the demographic that Charlene represents should be part of our Council, and I would urge voters to support her candidacy."

SanJenko says, "I have been looking for responsible leadership since we moved to the Sunshine Coast seven years ago - leadership in business, in our community and in local government.

Leadership comes with a clear vision of where we're going as a community and action steps of how we're going to get there. I believe young families and working couples need to see clear direction in order to stay passionate and engaged in their communities – bottom-line, in order to stay on the Coast."

Since moving to the Sunshine Coast, Charlene and her partner Ben have become deeply involved in the community on a number of levels – as small business owners, active volunteers and recognized community leaders. Charlene has enjoyed working on a number of community initiatives such as *Play GOLF Give Charity Golf Tournament* in support of *Together Against Violence*, *Awards of Excellence for Sunshine Coast Volunteers* in collaboration with The Volunteer Centre, *INfusion Networking Group* – cross-pollination & professional development for business, artists and non-profits, and *Exceptional Women's Network* – supporting women in business on the Sunshine Coast.

She also sits on the Board for Sunshine Coast Tourism, Vice-President Marketing 2010 – present and Best Coast Initiatives Economic Development Board, Director 2010 – present.

They continue to be passionate about their community and creating the life and lifestyle they want to enjoy with their 19-year old daughter in the years to come.

"I want to set an example. Younger, working individuals *should* play a role in community leadership at a government level.

I believe Wayne Rowe will be the Mayor to make this happen."

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