

**FOR IMMEDIATE RELEASE**

**JCI Sri Lanka The Outstanding Young Persons of 2011. Nominations are now open to Exceptional Young Achievers.**

Junior Chamber International Sri Lanka (JCI Sri Lanka) will hold the Ten Outstanding Young Persons (TOYP) of Sri Lanka Award 2011, in August for the 31<sup>st</sup> consecutive year.

Launched in the year 1980, the TOYP program has recognized the talents and achievements of many outstanding young individuals over the decades. JCI Sri Lanka still remains as the undisputed leader in recognizing the talents and achievements of the youth in Sri Lanka.

The JCI Ten Outstanding Young Persons (TOYP) Program recognizes young people who excel in their respective fields and individuals can be nominated under one of the ten categories be it business accomplishments, humanitarian efforts, outstanding leadership or medical and cultural achievements.

“We are pleased to announce, that nominations are now open for the 2011 National TOYP Awards, we are geared to recognize young achievers of our country,” said Jiffrey Zulfer, National President of JCI Sri Lanka. “We have created a platform for the youth; this program is open to individuals between the ages of 18 and 40. This gives us the opportunity to acknowledge young achievers and elevate them to become outstanding young leaders of tomorrow.”

“By recognizing these young people, JCI encourages them to seek excellence and serve others,” added Zulfer. “It’s a journey of becoming better and making a positive impact on society through individual social responsibility.”

JCI is being backed by corporate entities, each coming forward to make this year’s event a success. They are all pleased to be part of this prestigious event to honour youth who have reached the pinnacle in numerous human endeavors. This will serve as an example to the youth of the country, in encouraging and inspiring others to follow suit, and help them realize their dreams and visions for the future.

Candidates, who wish to apply for the TOYP awards, could send in their nominations together with the entry coupons published in daily and weekend newspapers, from 8<sup>th</sup> of June onwards, in all three languages.

Completed Nomination Forms should be sent to the Project Chairman/ TOYP 2011 Secretariat, at 185/1, Dharmapala Mawatha, Colombo 7 on or before 29<sup>th</sup> July 2011.

A Copy of the Nomination Form for TOYP 2011 can be found online at [www.jcisl.org](http://www.jcisl.org)

Submitted nomination forms will be screened by a panel of high profile judges in the presence of auditors appointed for this purpose. The criteria for selection will be based on noteworthy achievements which have inspired others with a record of adherence to the principles embodied in the JCI Creed.

## **The general categories for submission;**

- 01** Business, economic, and/or entrepreneurial accomplishment
- 02** Political, legal, and/or public administration
- 03** Academic leadership and/or accomplishment
- 04** Cultural achievement
- 05** Moral and/or environmental leadership
- 06** Contribution to children, world peace, and/or human rights
- 07** Humanitarian and/or voluntary leadership
- 08** Scientific and/or technological development
- 09** Personal improvement and/or accomplishment
- 10** Medical innovation

JCI is a worldwide community of young active citizens ages 18-40 who are dedicated to creating the positive change they wish to see in themselves and the world. JCI's International Network connects more than 115 Countries.

Junior Chamber International Sri Lanka (JCI Sri Lanka), is the Local Branch of Junior Chamber International, the world's largest Youth Leadership Development Organization which functions with the mission to provide development opportunities that empowers young people to create positive change. Established since 1954, this Non Governmental Organization is affiliated to JCI with its headquarters in Chesterfield, USA. JCI members share a sense of social responsibility and take action to create a better future for all by constantly seeking ways to live with JCI's Slogan "Be Better". They believe it is their responsibility to recognize and reward the outstanding young persons who have made a positive change in the community.

Junior Chamber International Sri Lanka conducts 'The Ten Outstanding Young Persons of Sri Lanka' Award Program in the country and this award is presented worldwide through the Junior Chamber International National Chapters. This year Sri Lanka nominated four past TOYP honourees for the International TOYP awards, which would be held in Brussels, Belgium. The TOYP was originally conceived and developed by Durwood Howes, President of the United States Junior Chamber in 1930. In 1933, this programme was officially adopted by the US Jaycees. Since 1952, many other national organizations have established their own 'Outstanding Young Persons Programs' in their respective countries.