



MEDIA ADVISORY

Youth Assisting Youth Celebrates 50 Years and Announces New Youth Empowerment Partnerships at Annual Family Picnic

Toronto, ON — Saturday, June 27, 2026 — Youth Assisting Youth (YAY) will celebrate its 50th anniversary at its Annual Family Picnic, bringing together youth, families, alumni, community partners, local leaders and supporters to recognize five decades of youth-to-youth mentorship.

As part of the celebration, YAY will announce new partnerships with SumoraiKids and Stronger Together Hockey, two youth-focused initiatives that use sport, creativity, storytelling, education and community connection to help young people build confidence, teamwork, resilience, leadership and belonging.

WHAT:

Youth Assisting Youth 50th Anniversary Annual Family Picnic and Partnership Announcement

WHO:

- Youth Assisting Youth leadership
- SumoraiKids founder
- Stronger Together Hockey representatives
- Invited local elected officials and community leaders
- YAY youth mentors, mentees, families, alumni and supporters

WHEN:

- Saturday, June 27, 2026
- 12pm to 4pm
- Media Arrival Time: 1pm
- Partnership Announcement Time: 2pm

WHERE:

- Wilket Creek Park
- Eglinton Avenue & Leslie Street

MEDIA OPPORTUNITIES:

- Photo and video opportunities from the picnic
- Interviews with YAY leadership and partner representatives
- Interviews with alumni mentors and community supporters
- Youth/family photos or interviews subject to consent



ABOUT YOUTH ASSISTING YOUTH:

Founded in 1976, Youth Assisting Youth is a Toronto-based charitable organization dedicated to creating life-changing youth-to-youth mentoring experiences. For 50 years, YAY has connected young people with positive peer mentors and accessible supports that help build confidence, resilience, leadership, belonging and hope.

ABOUT SUMORAIKIDS:

SumoraiKids is a youth-focused animated sports production that combines real-world sport, creative performance, education and animated storytelling. Through its unique model, youth participate in training, performance and production activities that help develop confidence, discipline, teamwork and emotional resilience.

ABOUT STRONGER TOGETHER HOCKEY:

Stronger Together Hockey is an education-first youth engagement program that uses hockey as a lens to explore teamwork, connection and inclusive community participation. Through school programs, classroom activities, guest speakers and community partnerships, the initiative helps students build confidence, leadership, resilience, creativity and a stronger sense of belonging.

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