

FUEL inc.

CAREERS UNCENSORED

For Immediate Release

TORONTO, MAY 2009 - Youth Culture – a youth marketing and media company – will unveil a student career magazine that would make even Steve Jobs think twice about his career choice.

Irreverent yet authoritative, **Fuel Inc. Careers Uncensored** dishes the dirt on the cool and not so cool jobs – for the next decade. Fuel Inc. will give students and parents a no-B.S. approach on what it really takes to be on top of the career food chain – the good, the bad & the ugly.

According to the May 25th, 2009 article in the Globe and Mail, by Heather Scoffield, “the way Canada collects and shares labour information is so inefficient it threatens to deepen the recession’s pain and could stymie any robust recovery”. Let’s face it, what’s really messed up is that there is no one out there to give students (and their parents) the straight, honest truth about future employment. Until now, that is.

The premier issue will cover more than 40 hot topics. Everything from *Batman Fever: Careers that happen when the world sleeps* to *Holy Crap! Dirty Jobs that pay a lot*, all backed up by exclusive online content and career advice.

“Canada’s youth are hungry for a straightforward analysis of the job market communicated to them in their own language rather than their parents,” said Kaaren Whitney-Vernon, president of Youth Culture. “Because there was no magazine out there that did that, we had to invent **Fuel Inc. Careers Uncensored**.”

Forward thinking organizations such as Humber College and Athletes World didn't waste time in recognizing the importance and value of **Fuel Inc.** and have already secured what will be limited ad space in the annual publication. It's a one time opportunity to tap into a specialized demographic that lands directly in the hands of their target audience.

Fuel Inc. Careers Uncensored will be distributed only once a year, starting October 2009 to high schools, colleges and universities across Canada – don’t miss your chance!

ABOUT YOUTH CULTURE

Established in 1993, Youth Culture is one of the country's largest youth media companies. Their publications include Vervegirl, B-ZONE and Fuel Inc. magazines, which are distributed directly into schools and campuses across Canada. Through a variety of print and online communications, they target specific age groups between 8-24. Youth Culture is a powerful and efficient one-stop resource with turnkey services and support. In addition, Youth Culture conducts on going research within the community and the findings are shared exclusively with their clients. www.youthculture.com

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