



WANT TO CHANGE THE WORLD?

HERE'S HOW.

WHAT IS CATALYST?

Catalyst is about action. We are fighting back against Big Tobacco – exposing its lies and manipulation through creative youth activism.

WANT TO GET INVOLVED?

Perfect timing. Catalyst is brand new – right out of the box. That means we need your help to build this movement and get ready to take on Big Tobacco.

Catalyst needs your leadership, creativity and activist energy to start something big. So, what does that mean? It means you should apply to attend the Catalyst Summit!

Think about it. Three days of trainings and events August 15-17 at the University of Minnesota. From Tobacco Underground workshops to Art, Activism and Advocacy sessions, you'll learn everything you'll need to know to start taking action in your community and across the state.

The summit will include a day and a half of workshops and trainings, an activism event that Catalyst members will plan and carry out, and plenty of time for events on the U of M campus.

ARE YOU IN?

Fill out the Catalyst Summit Application and send it to Andy Berndt at andy@bethecatalyst.org and Holly Aprea at holly@bethecatalyst.org. Or call us at 651-270-6589 if you have any questions.

CHECK OUT **BETHECATALYST.ORG**
FOR MORE INFO.



NEED SOME MORE INFO?

THE SESSIONS



Tobacco 101: Learn how the tobacco industry is targeting our generation through advertising, engineering their product to be addictive, and continuing to deceive the public about the safety of their product.



Policy and Media Skills: We have the ability to change laws and improve the health of our communities. Learn how you can use the media to spread the word and educate the public how you feel.



Internet Advocacy: From Facebook and MySpace to your Catalyst profile, learn more about how you can use online networking and other electronic media to build our movement and promote our events at the local and state levels. Work with Catalyst trainers and other participants to start designing new online campaigns for Catalyst.



Guerrilla Marketing: Learn how to use art, palm cards, street theater, 'zines, or however you'd like to dramatically spread the Catalyst message.

THE COST

The summit doesn't cost you a thing. We will pay for your stay, your food, and all the other activities surrounding the Catalyst summit. The only thing you have to do is find your own transportation and figure out how to get there.

THE STAFF

Catalyst is run by young people who were involved in Target Market, Minnesota's ground-breaking youth movement against the tobacco industry. They stayed involved, took what they had learned from Target Market and started their own organization. Now they have a chance to get the next generation involved. If you had more specific questions or wanted to know more about strategies, or long term goals, check the website or get in touch with us!



NIC BURON



MATT NOVAK



DIANE TRAN



ANDY BERNDT



HOLLY APREA



VICENTE LUNA



DOMINIQUE SANDERS

NOW IT'S YOUR CHANCE. APPLY FOR THE CATALYST SUMMIT TODAY!

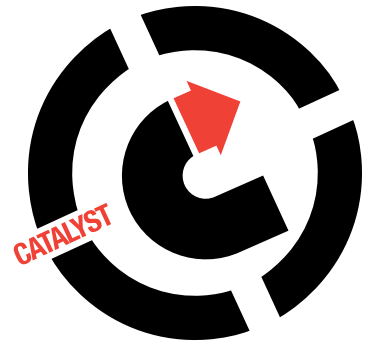
CATALYST SUMMIT APPLICATION

DATE: August 15th 4:00 p.m. - August 17th 3:00 p.m.

LOCATION: St. Paul Campus of the University of Minnesota

AGES: We are looking for current 8th-11th graders

DEADLINE: ASAP - spots are filling up fast!



Please fill out this form out and mail it in. Or an easier way would be to go to www.bethecatalyst.org and download this application as a word document and then just email it back to us at andy@bethecatalyst.org and holly@bethecatalyst.org.

Name: _____

Describe why you're interested in being a part of Catalyst?

Have you been involved in any tobacco prevention or public health work in the past? Have you done any other volunteer work or community service? If so, please tell us more about it.

What groups or activities are you involved in at school/after school (sports teams, art, drama, debate, jobs, etc.)?

Your one favorite piece of clothing and why:

Describe a typical Friday night:

Describe a project where you took a leadership role (this can be a school project, a team sport, a volunteer project, whatever you want to talk about) and provide specific examples of your leadership.

Fill in this space however you'd like:

Would you be interested in joining the Catalyst Youth Board - the group of young people who will be chosen to advise Catalyst on the summit and future events? [Yay] [Nay] [Maybe]

If so, why do you think you should help lead the Catalyst movement?

Street Address: _____

City, State and Zip Code: _____

Best phone number to reach you at: _____

Email address: _____

Date of birth: _____ Age: _____ Year in School: _____

School name: _____

Advisor (Either school related or not): _____

All your answers and personal information will be kept strictly private and not be shared with anyone outside Catalyst.

We will be reviewing each application carefully and will be choosing 100 applicants to come to the summit, with 8-10 to serve on the youth board. Sadly we can't choose everybody, but there are always other ways to get involved in Catalyst, and we'll keep you in the loop!

Please insert your answers directly into this document and submit your complete application materials to Andy Berndt and Holly Aprea at andy@bethethecatalyst.org and holly@bethethecatalyst.org or mail them to:

CATALYST

c/o Street Factory Media
2500 University Avenue W
Suite 1D
St. Paul, MN 55114

CHAPERONE/PARENT INFORMATION

Catalyst summit participants will be closely chaperoned throughout the event by a combination of Catalyst staff, local program coordinators, and university security. The summit will be hosted at the University of Minnesota's St. Paul Campus, 1458 N Cleveland Avenue St. Paul, MN 55108. Regular university classes will NOT be in session, and Catalyst is the only group hosting an overnight event on these dates. Our goal is to provide a five to one youth to adult chaperone ratio. Catalyst staff will serve as chaperones, and we will be contacting each student to identify the chaperone that will be in charge of them as students apply. We expect that many students will be applying from existing community organizations, and that program coordinators will be available to serve as chaperones.

Wednesday August 15:

3:00-4:00 Arrive at summit location
5:00-6:00 Dinner, Bailey Hall
6:00-7:30 Beginning presentation
7:30-11:00 Night Activity at the St. Paul Student Center

Thursday August 16:

Day Two:
8:30-9:30 Breakfast, Bailey Hall
9:30-12:00 Programming (There will be concurrent sessions for adults during programming times)
12:00-1:00 Lunch, Bailey Hall
1:10-4:00 Programming

4:00-4:30 Closing Session
4:30-5:30 - Break time
5:30 - 7:00 Dinner
7:00 - 11:30 Carnival on the Mall

Friday August 17:

8:30-9:30 Breakfast, Bailey Hall
9:30-10:10 Morning Group Session
10:10 - 12:30 Activism/Media event
12:30/1:00 - 1:30 Lunch
1:30 - 3:00 Closing session (Action planning, Explain incentive program)
3:00 on: check out and departure

We plan to do our best to match youth with adult coordinators that they are already working with in their communities, or will have the opportunity to work with in their communities in the future. The Catalyst staff will work closely with youth participants, parents, and adult chaperones to determine these arrangements. The chaperones will be watching the students during the day and programming hours. The students will be separated by sex and by floor, and University of Minnesota security will monitor overnight to secure the dorms on each floor as well as the front door through the next morning.

A registered nurse will also be on site throughout the summit, and Catalyst will be contacting each student and parent(s), once the student is confirmed to attend, to discuss any allergies, prescriptions or other medical needs. Catalyst will be providing additional information regarding these and other logistics once applicants are confirmed to attend the summit. In the meantime, please do not hesitate to contact our staff with any specific questions, 651-270-6589.

CHAPERONE SIGN UP

We are looking for chaperones, if you would like to sign up, we will contact you shortly.

Name: _____

Street Address: _____

City, State and Zip Code: _____

Best phone number to reach you at: _____

Email address: _____