

**FOR IMMEDIATE RELEASE**

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**YOUNG ENTREPRENEURS SHINE AT BEDC'S 7TH ANNUAL SUMMER STUDENT ENTREPRENEUR PROGRAM SHOWCASE**

**Hamilton, Bermuda, July 19th, 2024** — The Bermuda Economic Development Corporation (BEDC) celebrates the success of its Summer Student Entrepreneur Program (SSEP) meet-and-greet event on the City Hall Lawn. On Friday July 19<sup>th</sup> from 11 a.m. to 2 p.m., with over 50 people stopping by to support and encourage the young entrepreneurs.

The event featured six youth entrepreneurs, each eager to present their businesses to the public:

- Nylan Tyrrell: Paxus - A clothing brand for Bermudians offering tracksuits, shorts, hats, and t-shirts for teens to represent their home country.
- Arhyiah Tatem: Mindful Treasures - Colorful, eye-catching jewelry for neurodivergent, queer, or disabled individuals, including those with mental health challenges.
- Tie'asia Allen: Brazil III - Provides handmade skincare products with natural ingredients for personalized and effective skin care.
- Roqué Roberts: Scents on de Roq - Affordable unisex roll-on fragrances for teens with three initial scents, ensuring they always smell good.
- Ethan Kessell: Building Blocks - A tabletop roleplaying game (TTRPG) system with core rules, supplements, and guides in books and PDFs.
- Aniyah Paige-Paiva: Junkie Cases by Aniyah - Offers unique resin phone cases with charms for personalized style and protection.

The SSEP is an eight-week program designed to develop young Bermudians into the island's next wave of entrepreneurs. This initiative allows participants aged 13-23 to acquire practical business skills, from creating a business plan to conducting SWOT analyses and earning revenue.

Kelsea Williams, Communication & Development Officer, highlighted the event's success. "Today's event has been a fantastic experience for our young entrepreneurs. They've had the chance to interact with the public, build their confidence, and showcase their hard work and creativity."

The event was further supported by the Corporation of Hamilton, which generously waived vending fees for the students. This gesture was crucial in making the event accessible and successful for these budding entrepreneurs.



The meet-and-greet was not only a sales opportunity but also a chance for students to receive real-time feedback and encouragement from the public. The turnout and positive engagement underscored the community's dedication to nurturing young talent and promoting innovation in Bermuda.

For more information on the Summer Student Entrepreneur Program and the 2024 Participants, please visit [www.bedc.bm](http://www.bedc.bm), contact [info@bedc.bm](mailto:info@bedc.bm), or call 292-5570.

#### **About BEDC**

Bermuda Economic Development Corporation (BEDC) is Bermuda's premier source of free, confidential business advice for entrepreneurs. The mission is to serve Bermuda's local business community with the highest degree of professionalism by providing authoritative business advice, counsel, and loan guarantee support. Bermuda Business Starts Here! For more information, visit [www.bedc.bm](http://www.bedc.bm).

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Progressive  
Supportive  
Professional  
Innovative*

*Growing  
Bermuda one  
Business at  
a time*