

Cyclebetes

Delivering on a Promise. Cure Diabetes



Cheryl Wilson-Stewart Director of School Initiatives

What am I proudest of is...raising a kind, smart, creative, caring, all around a-m-a-z-i-n-g daughter!

You can do more good by...getting up - getting out there - getting involved!

I remember one time...when I experienced a sudden shift...I was a 20 year old actress in Toronto struggling to find work. I was preparing for an audition for a television show and all of a sudden I saw and experienced myself having the job and playing the role. I got that job and discovered that if we can picture ourselves doing, having or accomplishing something in our mind first. It often becomes our reality. See it!

There's no limit...to what any of us *can do!*

The hardest part...of living in the world is seeing the apathy, disregard and hatred that exist. I walk a very different path but it troubles and disturbs me.

There's almost nothing...I won't eat!

Twenty years ago, Cheryl Wilson-Stewart discovered two things about herself. First she became acutely aware that she had a passion for youth, for the creativity and vision that they engender, and for what could be achieved if encouraged and allowed to shape their future. And second, she wanted to engage the world to make it a better place, in short "to make a difference." These two passions have played into almost everything Cheryl has pursued in her life.

Cheryl Wilson-Stewart has enjoyed a vibrant and diverse career. As a Gemini nominated actress and a distinguished member of the Canadian film and television industry, she has appeared in over 200 movies and television episodes. As a host interviewer she has engaged athletes, youth, politicians, leaders and newsmakers. At the center of this broad body of work is an individual who is intensely interested in the lives of others and the stories they tell!

In 1984 Cheryl Wilson-Stewart was part of a small team of three visionaries who founded The Children's Wish Foundation of Canada. Along with Laura Cole and Paul Elia she helped create a charitable foundation that since inception has raised over \$200,000,000. Early days saw Cheryl serving as CWF spokesperson and Board member engaged in the development of messaging, communication plans and PR strategies in the critical early years of the CWF.

In the 1990s Cheryl's focus sharpened with the birth of her daughter Kelly toward programs for youth – all to the end of stimulating readiness to learn, creativity and critical thinking. In 1996 she co-founded Imagineers, a Vancouver based business using both performing and visual arts to instill critical thinking in youth. She has authored a number of critical thinking curriculums that are currently in use throughout the world, and coached many teams completing internationally in the Destination Imagination Youth Challenge.

During the past decade, Cheryl's reach spread to corporate and governmental consulting with the development of Mindblasting – a business platform targeting organizations wishing to develop more effective messaging and communication strategies, and professional media management. In 2007 Cheryl joined Team H2V (Halifax To Vancouver) benefitting JDRF, providing messaging and media plans for the historic cross Canada ride occurring in September which resulted in a Guinness world record.

Cheryl has been a member of the Cyclebetes team from its inception. She designed and developed the Cyclebetes Spin-a-Thon Student Leadership Program which aims to instill life lessons and show secondary students what they can do!

- *Cheryl Wilson-Stewart.*