

Gary Vaynerchuck Keynotes Toronto's Haste & Hustle Tuesday, February 27th

Famed entrepreneur and 5x NY Times Best Selling Author @GaryVee waived his \$120K speaking fee to bring this event to students and early stage entrepreneurs.

TORONTO, ONTARIO, CANADA, February 23, 2018 /EINPresswire.com/ -- [Gary Vaynerchuk](#) will be making a highly anticipated appearance in Toronto on Tuesday, February 27th to keynote Generation Now, a [Haste & Hustle](#) event geared at young, aspiring and established entrepreneurs. Haste & Hustle event producer Shauna Arnott captured Gary's attention and his heart after last year's event in Niagara-on-the-Lake. It was Shauna's first major independent event and the odds weren't in her favour. Despite the haste and all of the hustle... Shauna is still working to repay the debts caused by a few negative complications of last year's event.



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Whether it's daily habits for success, the right mindset, lifestyle techniques or financial management, every aspect of being a successful entrepreneur will be covered.”

Shauna Arnott, Founder of Haste & Hustle

“The event was incredibly well received, everyone had an amazing time - and the impact was unbelievable... but the financial realities of operating an event with personal loans from family and friends didn't work out for me in a fairytale sort of way. I had to fall hard and fast; dust myself off, and pick myself up. I'm still working everyday to pay back every penny of last year's losses and so grateful to Gary for his gift. It gave me the opportunity to breathe knowing my single biggest cost was covered.” - Shauna Arnott

When the venue was changed from the scheduled hotel to the local church in a last minute panic, [@GaryVee](#)'s spidey senses were tingling. After confirming Shauna had lost her shirt on the event, Gary offered last February to return to Toronto in 2018 so Shauna would have the chance to make her money back. Since then, his once \$60k speaking fee has doubled to \$120k USD after numerous key contributions to the rise of his star in the past year - an Entrepreneur Magazine cover, a sponsored Super Bowl party, 5th best selling book, 2 pairs of custom K-Swiss sneakers, and last but certainly not least: a spot next to Jessica Alba, Gwyneth Paltrow & Will.I.Am on Apple's Planet of the Apps.

To honour Gary's gift; Shauna purposefully priced the event to be affordable for new entrepreneurs and students. To take it to the next level, Shauna created the "Pay-It-Forward Program" offering an \$1100 package that gives the buyer one VIP ticket + 10 student tickets donated on their behalf. To

date, over 300 tickets have been donated by generous entrepreneurs.

Many entrepreneurs and business people know what it's like to think outside the box and can relate to having issues in school or feeling lost with no direction. This initiative is geared toward directly impacting a young person that feels the same way, helping to point them in the right direction and learn invaluable information.

Shauna knows the carefully selected line up of speakers will be able to resonate with younger attendees, "Every speaker taking part in the event has something unique to offer," she says. "Whether it's daily habits for success, the right mindset, lifestyle techniques or financial management, every aspect of being a successful entrepreneur will be covered."

Generation Now is offering two different sponsorship packages that will enable either 10 or 25 young minds to attend the event at no charge to them directly and learn what it really means to be an entrepreneur. Each package is loaded with perks and incentives, like exclusive photo ops, free gifts, signed books and lunch with the VIPs.

For more information about the package options and how you can make a difference in the life of a young, would-be entrepreneur, please call Shauna Arnott at 905-246- 2111

Gary Vaynerchuk is speaking at 1:35pm and press passes are available to media. Please contact shauna@hasteandhustle.com to attend.

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About Leverage Events:

<https://www.leveragemarketingevents.com/>

In 2014 Shauna began Leverage Marketing and Events in collaboration with Corporate Concierge, a travel company specializing in group bookings. With clients in Canada and the U.S. she and her team are planning events all over the world. Shauna is continuously growing her company to service new clients looking for fresh events that positively impact their brand.

About Gary Vaynerchuk:

<https://www.garyvaynerchuk.com/press-kit/>

Gary Vaynerchuk is a serial entrepreneur and the Chairman of VaynerX, a modern day



communications parent company, as well as the CEO and Co-Founder of VaynerMedia, a full-service digital agency servicing Fortune 500 clients across the company's 4 locations.

His fifth book "Crushing It!: How Great Entrepreneurs Build Business and Influence-and How You Can, Too" is available in stores now!

Gary rose to prominence in the late 90's after establishing one of the first ecommerce wine sites, WineLibrary helping his father grow the family business from 4 to 60MM in sales. Gary is also one of the most sought after public speakers alive today. He is a venture capitalist, 4-time New York Times bestselling author, and an early investor in companies such as Twitter, Tumblr, Venmo and Uber. Gary has been named to both Crain's and Fortune's 40 Under 40 lists.

Gary is currently the subject of DailyVee, an online documentary series highlighting what it's like to be a CEO and public figure in today's digital world. He is also the host of #AskGaryVee, a business and advice Q&A show online.

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