

Press release

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## **Women in Business New Brunswick is proud of its successful mentoring program and is recruiting a second cohort**

**Bathurst, New Brunswick, July 27, 2022** – Women in Business New Brunswick (WBNB) is proud of the success achieved by the first English-speaking cohort taking part in its mentoring program, which is geared towards newcomers to the province. Running for the past few months, the program included a total of seven mentor/mentee pairings and recently concluded with a graduation ceremony. The program is made possible under the auspices of the Atlantic Canada Women in Growth Partnership Project (ACWGP), in which WBNB is a participant.

“We are proud to announce today that we are recruiting a cohort of French-speaking women in their start-up phase (in business for at least one year). Each mentee will be paired with a mentor (an experienced entrepreneur or an expert in the sector) seeking to help her achieve her business goals. The program will run for three months and is designed to provide participants with the information, support and advice they need to grow their business,” said Isabelle Arseneau, WBNB Project Coordinator.

The program is offered free of charge; the participants will also attend eight group sessions hosted by an experienced business consultant. Held in a secure and open space, these sessions aim to boost the participants’ self-confidence and deepen their understanding of New Brunswick’s entrepreneurial culture.

“I attach great importance to mentoring in my own professional development, so offering my time was an easy and gratifying decision. I’ve learned a great deal from my mentee. Overall, this is a great opportunity to get involved and to learn something new while supporting immigrants who have recently become entrepreneurs.” — Heather, a mentor in the first cohort.

“Discussions with my mentor made me look at my business from a new perspective. Together, we determined which issues should be addressed on a priority basis, and she also suggested some useful tools. My mentor is very familiar with New Brunswick’s business realities and she guided me in French. Thanks to our talks, I came up with solutions aimed at managing my company’s growth and recruiting new collaborators. It was very meaningful for me to take part in the mentoring program and to exchange ideas with other entrepreneurs in similar situations.” — Camille, an apprentice in the first cohort.

We are currently recruiting our next French-speaking cohort. The deadline for applications is August 28, 2022. The French-speaking cohort is slated to begin in September 2022.

For further information or to register, please visit [www.wbnb-fanb.ca](http://www.wbnb-fanb.ca) or email Isabelle Arseneau ([isabelle.arseneau@wbnb-fanb.ca](mailto:isabelle.arseneau@wbnb-fanb.ca)).

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