



News Release

For Immediate Release

Women in Business New Brunswick (WBNB) officially launched its virtual Coffee Break Series

New Brunswick, Monday June 22, 2020 – Women entrepreneurs across the province are now able to interact in order to create links and share best practices from the comfort of their homes throughout the COVID-19 pandemic.

The objective of WBNB Coffee Break is to connect women entrepreneurs from rural and urban areas together. Each meeting encourages a collaborative environment to improve business skills through sharing amongst participants. Initially, WBNB was looking to launch monthly Coffee Breaks in the fall of 2020 but the situation with COVID-19 accelerated the process and increased the events to every 2 weeks.

In challenging times, we see great innovation. “We were looking for ways to break down the isolation, which was already a struggle faced by many women entrepreneurs prior to COVID-19”, said Katherine Lanteigne, Director of WBNB.

With the philosophy of mutual support, various topics including strategies related to the challenging situation are discussed and developed to help navigate in these unprecedented times.

WBNB is proud to inform that this initiative has been a great success thus far. We had a total of 87 women entrepreneurs since our first edition, partnerships were created and many coordinates have been exchanged between them.

These confidential sessions celebrating our women entrepreneurs are complimentary and registration through Eventbrite is always required. You can find the date, time and language of upcoming Coffee Breaks on www.womeninbusinessnb.ca or on our social media platforms.

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