



**Women in Business
Femmes en affaires**
New Brunswick | Nouveau-Brunswick

November 24th, 2020

News Release

For Immediate Distribution

Women in Business New Brunswick (WBNB) officially launches Nujintuisga'tijig E'pijig, an online platform for Indigenous women entrepreneurs

New Brunswick – Indigenous women entrepreneurs across the province will now be able to sell their crafts, products and art through an online platform known as Nujintuisga'tijig E'pijig. One of the many advantages will be a wider reach, backed by 24/7 availability 365 days a year, with no barriers to access. This one-stop shop is designed to showcase traditional products, crafts and artworks by Indigenous women.

In Mi'gmaq, Nujintuisga'tijig E'pijig means "Indigenous women salespeople or vendors". The website aims to give these entrepreneurs, vendors and artisans a suitable marketing platform. Pre-Covid, they typically toured New Brunswick's 16 First Nations communities during annual summer powwows to sell their products and services; due to Covid, these gatherings have been cancelled. The resulting revenue loss has affected all of these women.

WBNB is well aware of this situation and has discussed this new reality on multiple occasions with Indigenous women entrepreneurs around the province. "We wanted to help them find a way to pivot their business and to help them survive this crisis. Most of them are struggling. Up until very recently, some of these entrepreneurs had no online presence to market their products or services," said Natasha Martin-Mitchell, Development Officer for Indigenous Women Entrepreneurs at WBNB.

The Nujintuisga'tijig E'pijig platform, which is exclusive to the province's Mi'gmaq and Wolastoqey communities, is sure to prove beneficial as Indigenous women entrepreneurs will be able to sell year-round, rather than for just a few months, thus helping them boost their revenue. They will also enjoy greater exposure since they will be more visible and accessible to potential customers outside New Brunswick, along with the powwow attendees. The official launch of this platform was on November 24th, 2020 at 11:00 A.M during WBNB's Mawiomi online networking session. This free platform currently features 14 Indigenous entrepreneurs and 25 are registered and in the process of placing their products online. We will be able to accommodate 30 vendors in total for the current phase of the project.

Please visit the new website at: www.nujintuisgatijig.ca

Or via Women in Business New Brunswick's website: www.wbnb-fanb.ca

Our beautiful logo was created by Indigenous artist Natalie Sappier.



“Our baskets carry the weave of our ancestors' teachings. Our baskets carry our medicines, fiddleheads and berries. Our baskets hold beauty that reflects fine craftsmanship and embodies the history of our relationship to the land and our communities. Our baskets are held together by multiple strands, with each one reinforcing the others with unity and strength. Our baskets carry the weave of our ancestors, who are now weaving their teachings into our hands.”
Samaqani Cocahq-Natalie Sappier

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This project was possible through the Pan Atlantic partnership:

