



News release

For immediate release

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**Women in Business New Brunswick hosts the
first Indigenous Women's Summit and fourth Indigenous Women's Pop-Up Shop**

Bathurst, New Brunswick – Women in Business New Brunswick's first Indigenous Women's Summit and fourth Indigenous Women's Pop-up Shop were recently held in Fredericton, in partnership with the Atlantic Canadian Women in Growth Partnership, the Joint Economic Development Initiative (JEDI), Mawi'Art and Ulnooweg.

A total of 35 Indigenous women entrepreneurs from around the province gathered to empower each other in a collaborative, secure and culturally safe environment. The three-day event began with prayer from an invited Elder. The main goal was to focus on developing an entrepreneurial mindset. Various group training workshops were provided, including Dressing for Success, Image Consultations, Using Art to Get Unstuck and Nurturing your Creativity, How to Create an Attractive Kiosk, Financial Literacy, Building an Artist Portfolio and What to Expect: Start-Ups and Expanding Your Business.

"The Summit participants benefited from personalized one-on-one sessions with invited guest consultants. They gathered new insights and resources to step forward with confidence and be their best kind of beautiful, knowing they have the support of a powerful group of women backing them up. Rising tides lift all ships," said Natasha Martin-Mitchell, WBNB's Development Officer for Indigenous Women Entrepreneurs.

"Due to overwhelming interest in the Indigenous Women's Summit and Pop-Up Shop, we decided to increase our target number of 25 participants and provide opportunities for 35 Indigenous women entrepreneurs," said Isabelle Arseneau, WBNB's Project Coordinator.

The fourth Indigenous Pop-up Shop was attended by over 300 members of the public, with a constant flow of people coming and going throughout the day. Thanks to the resounding success, additional events are already in the planning stages for next year.

To learn more about these Indigenous entrepreneurs and their products, please visit our platform: <https://www.nujintuisgatiijig.ca/index>

For more information about Women in Business New Brunswick, please visit our website: www.wbnb-fanb.ca

CONTACT

Natasha Martin-Mitchell

Development Officer for Indigenous Women Entrepreneurs, WBNB

natasha.martin-mitchell@wnb-fanb.ca