



**Press Release
For Immediate Release**

Women in Business New Brunswick is pleased with the successful results of Moving Women Online

Bathurst, New Brunswick, January 21st, 2021 – Women in Business New Brunswick (WBNB) is pleased to announce the successful results of its Moving Women Online (MWO) initiative offered through its Atlantic Canadian Women in Growth Partnership (ACWGP) project.

“In addition to having repercussions for female entrepreneurs throughout Atlantic Canada, COVID-19 has forced them to rethink how they market their products and services, both now and in the future. We are pleased to note that the ACWGP project served as a launchpad for MWO and thus provided women in New Brunswick with opportunities to shift their current operations onto an e-commerce platform so they can keep on finding leads during the pandemic and beyond.” said Isabelle Arseneau, Women in Business NB Project Coordinator.

The application process took place in June. MWO officially launched in August 2020 and the online initiative concluded recently. A total of 13 female entrepreneurs from New Brunswick took part, divided into English and French cohorts. All participants obtained a brand-new website at no cost. The initiative also included a series of small-group training activities as well as individual technical support.

“Being a legally blind entrepreneur with a start-up in the food industry is hard enough without being tech savvy. The Moving Women Online initiative offered by WBNB gave me the tools and confidence to dive into e-commerce and set me up for our expansion.” – Jenna White, participant and owner of Jenna’s Nut-Free Dessertery.

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For information/pour information:

Isabelle Arseneau
Project Coordinator / Coordonnatrice de projets
isabelle.arseneau@wbnb-fanb.ca