



Media release

For immediate distribution

**Women in Business New Brunswick is proud to announce the success of
Women Entrepreneurship 101**

Bathurst, New Brunswick, October 19, 2021 – Women in Business New Brunswick (WBNB) is proud of the success that its course *Women Entrepreneurship 101* has garnered since it was launched. To date, a total of 27 businesswomen from across New Brunswick have taken part in the program, which is made possible by WBNB's participation in the Atlantic Canadian Women in Growth Partnership.

"We are pleased to announce that *Women Entrepreneurship 101* is geared not only towards existing start-ups, but also towards women wishing to go into business in New Brunswick. This five-week start-up program is designed to provide participants with the information, support and guidance they need to get their company up and running," said Isabelle Arseneau, Project Coordinator at WBNB.

Available free of charge online, the program has alternating cohorts of English and French-speaking women from around the province. Also taking part are professionals and expert consultants who cover specific concepts for the participants.

The recruitment process for our next English-speaking cohort will be beginning in the near future. This group is scheduled to begin in the winter of 2022 and will be reserved for women in non-traditional occupations.

"Women Entrepreneurship 101 boosted my self-confidence and enabled me to conquer my fears. I gained insight into the financial aspects of running a business. I also felt comfortable asking questions. Since I created my own company, this program has easily been the best source of assistance I've found!"
– Véronique, course participant and owner of Bijoux Sail Away Jewellery.

For further information or to sign up for the course, visit www.wbnb-fanb.ca or email Isabelle Arseneau (isabelle.arseneau@wbnb-fanb.ca).

-30-

For further information:

Isabelle Arseneau
Project Coordinator

isabelle.arseneau@wbnb-fanb.ca