



Press Release

PEI Business Women's Association Receives Funding to Launch "Transitioning Toward Growth" Initiative

For Immediate Release – The PEI Business Women's Association (PEIBWA) is excited to announce the launch of its "Transitioning Toward Growth" initiative. Funded by the Department of Economic Growth, Tourism and Culture through the Canada-PEI labour market agreements, this initiative includes three programs targeted to assist unemployed or underemployed individuals directly impacted by the COVID-19 pandemic to acquire the necessary skills and knowledge to transition to sustainable employment, career advancement and/or entrepreneurship opportunities.

"One year into the COVID-19 pandemic, statistics continue to show many women facing significant challenges to their employment opportunities," says PEIBWA Executive Director Margaret Magner. "The programs within this initiative will help women develop business skills and confidence using advanced technology; capitalizing on supplier diversity; engaging in research, development and innovation; increasing productivity and profitability; and exporting."

The three programs within this initiative include Moving Women Online 2.0; Accelerate HER PEI, and Momentum Advisory Professional Services (MAPS) 2.0. The first program, Moving Women Online 2.0, will provide support and training to early-stage and established women-owned PEI businesses to enhance online presence and incorporate eCommerce platforms into a current website. Accelerate HER PEI is a 12-week cohort-based program, delivered in-person and virtually from PEIBWA's Rural Women's Business Centre in Bedeque, for business founders. The MAPS 2.0 program, through a competitive process, will offer non-repayable contributions for projects valued up to a maximum of \$15,000. This will assist selected women-owned businesses to pivot and adapt during the pandemic by contracting external consultants providing advisory services and other professional resources. Enhanced technology to facilitate PEIBWA's remote session hosting and broadcasting will also be included in this initiative.

Applications are now being accepted for each of the programs and will close Friday, April 23, 2021, at 5:00 pm (ADT). The programs will start in May, each with varying durations.

Details about the “Transitioning Toward Growth” programs, including a link to the online application, are available on the PEIBWA website at <https://peibwa.org/TTG/>. Questions about the program may also be directed to the PEI Business Women’s Association at TTG@peibwa.org or 902-892-6040.

About PEIBWA

The PEI Business Women’s Association (PEIBWA) is a member-based not-for-profit organization with a mandate to educate, empower and inspire PEI women to succeed in their business endeavours. Incorporated in 1993, it is the only women’s business association with an Island-wide mandate in the province. It has a membership of some 500 women entrepreneurs and business professionals. PEIBWA provides advisory services, training, opportunities for development, and connections with other women in business.

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