



NEWFOUNDLAND & LABRADOR ORGANIZATION OF  
WOMEN ENTREPRENEURS

Helping  
Women in Business  
*Start . Grow . Advance*

## **MEDIA RELEASE**

FOR IMMEDIATE RELEASE

### **NLOWE HOSTS SOLD-OUT EVENTS ACROSS THE PROVINCE TO CELEBRATE INTERNATIONAL WOMEN'S DAY**

**ST. JOHN'S, March 7, 2019** – This morning, the Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE), in partnership with Business Development Bank of Canada (BDC), RBC – Royal Bank, and Genesis Centre, hosted a sold out event with more than 200 attendees in St. John's to celebrate International Women's Day. Attendees were treated to networking, coffee, and an entertaining presentation by motivational humourist speaker Meg Soper.

International Women's Day, which is officially observed on March 8th each year, celebrates women's achievements and acknowledges the challenges that women continue to face in the quest for gender equality. Status of Women Canada's theme this year is Innovate for Change. It is a call to action—asking everyone to harness the power of technology to create a more equal world.

Today's event, which took place at the Conference Centre on Signal Hill, was just one of five celebrations being held across the province this week. In addition to coinciding events held in Happy Valley-Goose Bay and Grand Falls-Windsor, which joined the St. John's event this morning via live-streaming, a celebration was held in Corner Brook yesterday on March 6th and another will follow tomorrow on March 8th in Clarenville. All five events have sold out, with a total of more than 400 women and men set to attend.

Meg Soper, who will be featured at each event, has shared the stage with various leading comedy acts such as Ray Romano and Ellen DeGeneres. Her experience as a stand-up comedian, operating room nurse, and mother of two young millennials helps her connect with the audience, break barriers, and deliver practical strategies for life and work. Meg has previously presented at NLOWE annual conferences in 2013 and 2014.



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In addition to the partnership with BDC and RBC to present all five events, community partners lent their support by sponsoring their regional event. These community partners included Quality Inn, Genesis Centre, CBDC Labrador, Status of Women Central, SoleSisters, Lions Club and Violence Prevention East. All proceeds collected from each event are being donated to regional women's charities including: Violence Prevention West, Mokami Status of Women Council, Status of Women Central, the Clarenville Dragon Boat Team, REACH—the Regional Action Committee on Housing, and Iris Kirby House.

NLOWE is pleased to offer services to women in business in Newfoundland and Labrador thanks to the financial support of ACOA and the Government of Newfoundland and Labrador.

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