



PRESS RELEASE

For immediate release

**Women in Business New Brunswick (WBNB) launches its new project:
Women in Leadership – From Talk to Action**

New Brunswick, March 8, 2022 – Coinciding with International Women’s Day on March 8, Women in Business New Brunswick (WBNB) is launching its new project entitled Women in Leadership – From Talk to Action. The official online announcement was attended by Canada’s Minister of Official Languages and Minister responsible for the Atlantic Canada Opportunities Agency, the Honourable Ginette Petitpas Taylor, together with federal Member of Parliament for Acadie-Bathurst, Serge Cormier.

Funded by Women and Gender Equality Canada, this three-year project aims primarily to promote women’s representation and participation in positions of power and decision-making.

“Whenever we enable women to become leaders in their fields, we are building a more equitable country. I congratulate your organization on launching this initiative in your communities. Your hard work is helping to build a better future for women and girls across Canada,” said the Honourable Marci Ien, Minister for Women and Gender Equality and Youth.

Regarded as a role model of female leadership in New Brunswick, Minister Petitpas Taylor is of the opinion that even though progress has been made, we remain far from achieving gender parity in the political arena and corporate boardrooms. “This project offers tools designed to encourage and help more women to take on leadership roles. It will also be encouraging decision makers to develop more inclusive environments that will attract more women to these important positions,” she said.

WBNB’s new project is focused on three main areas: identifying obstacles to women’s leadership and potential best practices; implementing collaborative and community-based approaches; and supporting the adoption of policies and practices aimed at boosting women’s leadership role.

According to Katherine Lanteigne, Director of WBNB, the project coordinator’s efforts will be supported by an advisory committee made up of representatives of various groups, including women, non-binary persons, visible minorities, immigrants, and Indigenous people from across New Brunswick. She added: “We want to ensure that all stakeholders have an opportunity to voice their opinions on how we can improve women’s participation on corporate boards and in politics.”



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An initial series of online consultations will be held within the framework of a hosted interactive dialogue on March 29-30. Women of all ages are welcome. Whether or not you are an activist or involved in community issues, all women are invited to sign up for these online sessions (details will be announced over the next few days). Stated needs will be used as benchmarks for the next phases of the project, including training opportunities and tool development.

For further information on WBNB and the Women in Leadership – From Talk to Action project, please visit our website at the following address: <https://wbnb-fanb.ca/en/>.

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