

## Press Release:

### **Business Link receives additional funding from Western Economic Diversification Canada and the Government of Alberta to support COVID-19 recovery for small businesses.**

**Alberta (August 4, 2020)** – Business Link has served as a one stop shop for small business owners throughout the pandemic, and now, as businesses enter the recovery stage following shutdowns from COVID-19, this support will be even more relevant. Business Link strives to support Alberta businesses with their unique needs at any stage of business, and in support of that, Western Economic Diversification Canada (WD) and the Government of Alberta have provided Business Link with additional funding to support entrepreneurs and business owners through this challenging time.

Business Link will be launching three new programs with the funding received, including peer-to-peer group sessions with entrepreneurs and Business Link small business strategists, a business recovery coaching program, and the development of an online toolkit, which will include an interactive business plan writer for Business Link clients to utilize through the planning and growth stages of running a business. The remainder of the funding will be used to provide additional advisory support for small businesses and on marketing and awareness campaigns that will run across the province.

“At Business Link we feel that it is important to continually redevelop our programming to best serve entrepreneurs needs at any given time,” says Business Link CEO Barbara McKenzie. “The only constant in life is change and we want to be on the innovative side of those changes, providing small business owners with the support they are looking for regardless of the adversity they are facing.”

Business Link appreciates the ongoing support from the provincial and federal governments as they work to help grow great Alberta businesses. Western Economic Diversification Canada (WD) has provided Business Link with an additional \$100,000 in funding for these programs.

“Alberta’s small businesses have been hit hard by COVID-19, and we stand with them,” said the Honourable Mélanie Joly, Minister of Economic Development and Official Languages and Minister responsible for Western Economic Diversification Canada. “Now, with the support of Western Economic Diversification Canada, business owners can get access to important resources that will help them not just survive but, thrive. Our message is clear: we’ve been here for you with immediate measures, we’re here for you now as our economy reopens and we’ll get through this, together. We’re working with you to support good jobs and help Alberta’s small businesses come back strong.”

The Government of Alberta is also supporting the new programming with additional funding of \$250,000.

“Alberta is home to many talented and industrious entrepreneurs and small business owners, and we need to do everything we can to support them,” says Minister of Economic Development, Trade and Tourism Tanya Fir. “We know that small business owners have been hit hard by the COVID-19 pandemic, so government is happy to help fund these new programs which will help support Alberta’s businesses during our economic relaunch and recovery.”

The new programs and resources will be launching over the course of the next several months and entrepreneurs and small businesses are encouraged to apply or seek more information at [www.businesslink.ca](http://www.businesslink.ca) or by contacting Business Link directly.

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