

Media Kit



BUSINESSLINK

About Business Link

Business Link provides customized business advice and support for small business owners and entrepreneurs starting, running, and growing their own businesses. We provide one-on-one support and guidance, market research, access to experts, training, networking opportunities, and specialized support for Indigenous and immigrant entrepreneurs. Business Link strives to provide support services that will drive the growth and resilience of Alberta businesses.

These support services include:

- Expert business advice and support
- One-on-one coaching and guidance
- Market research, on-demand digital resources, guidebooks and interactive tools
- Education, training and networking opportunities
- Specialized support for Indigenous and immigrant entrepreneurs

Business Link's Social Media

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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 or by contacting Business Link directly.

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Press Release:

Business Link Launches Online Province Wide Directory to Encourage Supporting Local Alberta Businesses

Alberta, Canada (March 9, 2021) – As small businesses continue to develop an online presence - Business Link is excited to provide a free, easy-to-use platform for Alberta business owners to list their business, reach new customers, and increase marketing exposure. The newly launched Support Local AB small business directory was designed and developed by the team at Business Link. The directory will give entrepreneurs the opportunity to list their business at no charge and reach new audiences across the province. The directory aims to encourage Albertans to shop local and use Alberta based businesses in their everyday lives. Support Local AB will be a way for Albertans to discover new businesses, share their favourite businesses with friends and find Alberta based service providers.

“Alberta business owners are still struggling from the continued impact of the COVID-19 pandemic. Residents of the province are stepping up to support these business owners as they overcome the challenges presented over the past year,” says Barbara McKenzie, CEO of Business Link. “The Support Local AB directory is designed to connect businesses to consumers, and businesses to businesses. Providing entrepreneurs the ability to target new customers through the broad reach Business Link has in Alberta. If we can support local by giving shoppers, and businesses the opportunity to be found in one simple place – it will continue to encourage Albertans to spend money supporting the local economy,” says McKenzie.

Through the directory, businesses will be able to list relevant information, edit and update their listings as needed, add images, and direct users back to their business’ website. The goal for the directory is to be the one-stop for businesses, Albertans and consumers to locate what they need while supporting the Alberta economy. Businesses are encouraged to register here, following registration, approved businesses will be listed instantly.

WHAT: Support Local AB directory

WHEN: Launched February 24th, 2021

WHERE: www.supportlocalab.ca

WHO: Business Link, small businesses, and Alberta entrepreneurs

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Past Media Coverage:



'Business Link' offers advice to small business during pandemic
dnewsNOW | Apr 9, 2020



Alberta non-profit launches coaching program to support small businesses recovering from COVID-19 pandemic
Calgary Herald | Aug 18, 2020



Business Link - Doing Its Part
Mornings with Sue & Andy | Apr 8, 2020



IMPACT: BARBARA MCKENZIE
Wayfinders Business Co-operative | February 12, 2020

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Let's Talk