

AND THE WINNER IS...
STONEY CREEK ENTREPRENEUR, LAURIE FRANKLIN IS AWARDED THE
2020 MOMPREENEUR STARTUP AWARD

The winners of the 8th annual 2020 Mompreneur® of the Year Awards are being announced daily during a virtual conference from May 25th-May 29th, 2020. Out of hundreds of nominees, Laurie Franklin of Unique In The Creek was awarded the Mompreneur Startup Award

For Immediate Release:

Stoney Creek, ON – The eighth annual Mompreneur® awards have proven lucky for local business-woman Laurie Franklin and her company, Unique In The Creek, who was announced the winner of the 2020 Mompreneur® of the Year Startup Award!

The Mompreneur Awards recognizes the talent and determination of hardworking female entrepreneurs who are taking chances and making advances in today's Canadian entrepreneurial business environment. Setting new standards for women in business, inspiring new lifestyle norms and taking charge of their economic livelihoods and career options, more women than ever are outfitted with the education, fearlessness and skill-sets to create their own business, increase employment opportunities and help contribute to the economic stability of Canada.

This year's finalists from across the country brought forth some of the most innovative, creative and productive businesses who employ thousands of Canadians and have an impressive combined gross revenue of almost \$20-million last year alone.

Over 1,200 women were nominated, and 136 entrants advanced. After accumulating points based on support from over 20,000 public voters within one week, as well as impression ratings from a selection committee, the finalists were narrowed down to 26 finalists in the five categories.

The finalists were evaluated with a rigorous review process by an expert panel of nine respected judges, including co-founder of Mabel's Labels, media personality and digital influencer **Julie Cole**, as well as tech-maven, best-selling author and president of AmberMac Media, **Amber MacArthur**.

The conference was originally set to take place this past March 27th-28th, however the organization made the difficult decision to postpone the event and adhere to stay-at-home measures due to COVID-19. Mompreneurs® is proud to have maintained their online offerings, bringing emerging and leading female entrepreneurs together from across Canada to celebrate each other and share their successes, their challenges, and their learnings.

To learn more about the Finalists and/or the Mompreneurs® Organization, please visit:

TheMompreneur.com

To schedule an interview, profile or interactive segment with Laurie or founder and CEO of Mompreneur Showcase Group, Maria Locker, please contact:

Dessy Danishwar, PR & Media Engagement

Dessy@FrontDoorPR.com

Phone: 905.805.1024

- 30 -

Mompreneurs®

Mompreneur Showcase Group Inc. (TheMompreneur.com) is the trusted national network that supports, educates, and empowers female entrepreneurs across Canada. With a team expanding across Canada, they boast a collective of over 18,000 members and subscribers, and an online community over 80,000 strong. @TheMompreneurTM