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Media Release



New Program Launches Women Entrepreneurs

(TORONTO, ON) It's an understatement to say that women who are running a small business must juggle multiple responsibilities.

"There's so much to do in a small business," comments entrepreneur Marion Tripp. "You've got to handle sales, keep the books, run to the bank, look after your clients and so much more. Add these tasks to family and household responsibilities and you start to understand how challenging it can be for a women entrepreneur to do it all," she explains.

According to Statistics Canada, there are more than 821,000 women entrepreneurs in this country. Women running their own small business face many gender-specific issues, such as coping without a paid maternity leave, developing entrepreneurial self-confidence and balancing family with business responsibilities.

Tripp owns a virtual assistant service called Virtual Option (www.virtual-option.com) and understands from experience the kinds of issues women entrepreneurs must overcome. To learn how to handle these issues and acquire new small business skills, Tripp took a small business training course called the Up & Running BizLaunch Program.

The program is offered by Enterprise Toronto and delivered by experienced entrepreneurs who have "been there and done that" in their own small businesses. It avoids textbook business theory to instead focus on real-life small business practices. "New small business owners want ready-to-apply instruction," comments program trainer Ileana Rontea.

Rontea, an accomplished small business owner, will lead a new program exclusively for women entrepreneurs starting on April 19 at Toronto City Hall. The Up & Running BizLaunch Program for Women will "help and support women trying to do it all in business, family and life," she says.

Rontea says half of all women entrepreneurs work from a home-based business, which creates unique challenges such as how to balance family and professional responsibilities under one roof. "It's not easy to run a serious business with kids running by your desk," she comments. "Women want to find a way to run a successful business while remaining true to other priorities."

Tripp agrees. "I've always wanted to work my way," she says. "That's why I think it's important to learn techniques and coping strategies from other women entrepreneurs to help create a workable personal and professional life."

Entrepreneurs interested in finding out more about the Up & Running BizLaunch Program for Women may call 416-785-7351 or visit www.bizlaunch.ca.

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