

press•release

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FOR IMMEDIATE RELEASE

“WOMEN CAN DO ANYTHING – NOT JUST A SAYING ANYMORE!”

MISSISSAUGA, ONTARIO...

The Need for an All-Encompassing Women Entrepreneurs Resource - With more than 821,000 women entrepreneurs in Canada, annually contributing in excess of \$18 billion to the economy (Source: Statistics Canada, Report on Women Entrepreneurs), the new and improved Women Can Do Anything (“WCDA”) – is an in-demand, online women-in-business resource developed to help women in business and corporate roles, create, launch and execute a venture of their own while forging new relationships and obtaining the support and encouragement they need from each other to get it off the ground. Different from other women’s resource sites (which tend to focus solely on industry associations, in-person networking, lifestyle and entertainment), WCDA gives its members an all-encompassing business and life venue complete with inspirational stories, business and lifestyle articles, reviews, events, helpful links and online networking.

The Challenges Women in Business Face - According to owner and publisher Tracy Matthewman, *“For many women, the thought of starting their own business, trekking across the globe or finding and following their ultimate passion is beyond their reality. Direction is always at the heart of a new enterprise, and WCDA provides exactly what some women need to bring their vision to life.”* She adds, *“For those subscribers who are faced with the fears and obstacles of self doubt, yet are brave enough to take the first leap, the information they receive from our publication, shows them how to grow their businesses in ways they never imagined.”*

Matthewman’s attraction to WCDA and reason for taking it over stems from the fact that like her readers, she too has always been inspired by other women who successfully maintain their own businesses. *“The creative ideas they have; courageous steps they take and expert execution they employ to keep them going are all she says she needed to jump aboard the entrepreneurial cruise ship.”*

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The WCDA Advantage - More than an outlet in which to continuously engage remarkably accomplished women (*"who never cease to amaze her"*), WCDA gives Matthewman *"the chance to expand my own horizons, put the theory I learned earning an Honours Bachelor of Commerce degree into practice and give something back to my readers."*

WCDA offers many other advantages as well, including:

- Various Membership options (Community Membership – FREE, Business Membership only \$199/yr).
- A supportive community in which to network & build relationships.
- Subscription to online magazine style articles, stories, tips, reviews & contests.
- Opportunities to be featured in related stories & articles. Regular featured story categories include: Grand Ventures (\$1,000 start-up investment success), Great Beginnings (the spark of an idea), Mentor Mantra (mentoring experience) and Let It Grow (taking a business to the next level).
- Affordable advertising and promotional outlets.
- An in-depth online interview & profile page.
- Inclusion in WCDA's rotating ad gallery – which is featured on every page of WCDA's site.
- A number of event listings in the WCDA Community Calendar.
- Advertising, event & referral discounts.

The WCDA exceptional team of writers Tracy's compiled, breathe new life into a six year old website. Subscribers to Inbox Inspiration get a regular dose of advice from industry experts, business columnists and featured members.

WCDA's Future – By the end of this year, Matthewman intends to grow WCDA's readership from 4,000 to over 20,000 and extend its outreach throughout Canada and the US. She also plans to present subscribers with both general and customized content that will focus on local and regional issues and events. In addition, WCDA hosted programs, webinars and tele-classes are in the works.

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For placements & interviews, contact:

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Media kit with tip sheet, WCDA demographics & editorial calendar available in both electronic & hard copy.