

April 25, 2022

NEW NAME, NEW LOOK, NEW PROGRAMS — CITY UNVEILS REFRESHED ENTREPRENEUR BRAND

Modern Entrepreneur at the 50th Parallel offers an expanded suite of initiatives to support Campbell River's business community.

The City of Campbell River Economic Development's Modern Entrepreneur Series is now Modern Entrepreneur at the 50th Parallel.

The new brand was unveiled at the launch event for Modern Entrepreneur's 2022 season on April 20.

"Our new Modern Entrepreneur at the 50th Parallel brand is strongly connected to place, emphasizing not only Campbell River's location but also its natural surroundings and community," says Rose Klukas, the City's economic development manager. *"We wanted to reflect all of the things that have helped shape our city and economy."*

With the new name and look comes new additions to enhance Modern Entrepreneur's program line-up.

"Our team is always looking for fresh opportunities and novel approaches to support our business community and help strengthen Campbell River's innovation and entrepreneurial ecosystems," adds Klukas. *"That was our motivation for creating the Modern Entrepreneur Series five years ago, and it's our motivation for developing Modern Entrepreneur at the 50th Parallel now. We're excited to expand our program menu and launch new Modern Entrepreneur initiatives and events that are tailor-made for Campbell River's entrepreneurs."*

Here's a preview of what you can look forward to from Modern Entrepreneur at the 50th Parallel this year:

- **Podcast** — Listeners can tune in to informative discussions about business and innovation, focused on developing entrepreneurial skills and shining a spotlight on local innovators. The first episode is expected to be available in late May, via RSS feed. In addition to a regional audience, the podcast will also be marketed to the Government of British Columbia's international network of trade and investment representatives to help promote export, investment and business attraction opportunities for Campbell River's businesses.
- **Speaker series and workshops** — Guest speakers and workshop leaders will share their expertise in impactful, topical professional development opportunities, created with entrepreneurs in mind.
- **Hackathon** — The City is partnering with the Campbell River Area Angel Group to bring a business innovation hackathon to Campbell River. Participants will collaborate to devise innovative solutions to a local business challenge. Details will be available later this year.
- **Virtual business hub** — Modern Entrepreneur at the 50th Parallel will also feature in a virtual business hub expected to be launched by the City in 2022.



Rebranding and program activities received financial support through the Island Coastal Economic Trust's DIVERSIFY—Capital and Innovation Program.

Check the TECHatchery website (techatchery.ca) regularly for updates about Modern Entrepreneur at the 50th Parallel and other economic development news and events.

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Contact: Rose Klukas, Economic Development Manager | 250-895-0667 | Rose.Klukas@campbellriver.ca

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For general inquiries, please email info@campbellriver.ca or telephone 250-286-5700.