



Saint John Board of Trade

Making It Happen For Business

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NEWS RELEASE

Saint John Board of Trade announces recipient of 2007 "Chair's Award"

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SAINT JOHN, NB: Nathalie Godbout, Chair of the Saint John Board of Trade is pleased to announce her choice for the 2007 "Chair's Award" to be presented at the 23rd annual Outstanding Business Achievement Awards dinner on Wednesday, November 28th at the Saint John Trade & Convention Centre.

The Chair's Award was established in 1993 to recognize a company, or individual, who has demonstrated a particular excellence or achievement in a certain aspect of their business, having made either an immediate impact on or a substantial long-term contribution to, the economic progress of our community.

"For championing the fight against poverty in the greater Saint John area I am pleased to announce that the recipient of the 2007 Saint John Board of Trade's Chair's Award is the **Business Community Anti-Poverty Initiative (BCAPI)**, says Chairperson Nathalie Godbout. "I congratulate BCAPI for their community focused leadership, vision and collaborative approach toward poverty reduction."

Ten years ago, a group of Saint John business leaders and professionals came together to form the Business Community Anti-Poverty Initiative (BCAPI) and contribute their skills and resources to help reduce poverty in Saint John. Almost half of those who live in poverty in Saint John are single parent mothers and their children who, without significant intervention, are likely to live in poverty from one generation to the next. Traditional methods tended to focus more on helping people survive poverty rather than helping them to exit it. Knowing that the most powerful routes out of poverty are education and employment, BCAPI focuses on breaking this cycle of poverty by helping vulnerable children, teens and single parents gain the assets they need to succeed in school and achieve self-sufficiency through employment. BCAPI's motto, We must refuse to fail, recognizes that it is up to our community to invest in their well-being today so that they can successfully exit the poverty cycle.

As a poverty reduction catalyst, BCAPI encourages business, government and community to work in concert to help vulnerable children and families prepare for economic success by providing decent housing and safe neighbourhoods, healthy meals, quality schools, childcare

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and recreational programs, and funds for post-secondary education and training. Projects like PALS (Partners Assisting Local Schools), the TRC (The Resource Centre for Youth), First Steps, and Vibrant Communities demonstrate the value of these new community investments and the resulting economic, social and health benefits for our families, community and province are compelling reasons to participate.

"BCAPI's mandate of investing in our city through poverty reduction programs speaks to its commitment to a self-sufficient Saint John today as well as in the future", says Godbout. "It is my privilege to honour BAPI for its achievements to date and the future community benefits which are sure to follow."

The 23rd annual Outstanding Business Achievement Awards dinner will be held at 6 p.m., Wednesday, November 28th at the Saint John Trade & Convention Centre. Tickets are available by contacting the Board of Trade office at 40 King Street, Saint John or by calling (506) 634-8111.

Past recipients of the Chair's Award include, Mr. Philip Oland in 1993; Saint John Pro Sports Inc. in 1994; Mr. Malcolm Somerville in 1995; the Imperial Theatre Inc. in 1996; Mr. Patrick Darrah in 1997; Cruise Saint John's "Meet & Greet" Committee and the Irving Companies in 1999; New Brunswick Community College-Saint John and University of New Brunswick Saint John in 2000; Mr. Lino Celeste in 2001; The Greater Saint John Roundtable on Primary Healthcare in 2002; Mr. Stephen MacMackin in 2003; and Dr. Mary Eileen Travis in 2004. The five regional mayors were honoured as a group in 2005 for their leadership in the region's True Growth Strategy including Mayor Grace Losier, Mayor Ron Maloney, Mayor Bill Bishop, Mayor Jim Huttges and Mayor Norm McFarlane and the Atlantica Centre for Energy in 2006.

The Saint John Board of Trade is dedicated to fostering an economic climate that enhances growth, prosperity, and an improved quality of life in the community. With more than, 1,000 members, representing 600 small, medium, and large businesses and organizations, the Board is a dynamic advocate and the principal voice for the business community of Greater Saint John. It offers a variety of programs, activities, services, and networking opportunities designed to enhance the business prospects of members and the overall business climate of the area.

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