



FOR IMMEDIATE RELEASE

Bouchier Group announces new \$125,000 funding partnership with Girls Inc. of Northern Alberta and the Women of Inspiration Program

Fort McMurray, AB – February 11, 2019 - Bouchier Group is pleased to announce their latest partnership with Girls Inc. of Northern Alberta. With a funding commitment of \$125,000 over five years towards the Women of Inspiration program, Bouchier Group is committed to recognizing excellence in female leadership in Wood Buffalo.

Bouchier has maintained a close working partnership with Girls Inc. for the past 10 years by supporting various programs, events, and vehicle donations.

"We are so excited to partner with Girls Inc. on this fantastic, long-standing and successful community program," says Nicole Bourque-Bouchier, co-owner of Bouchier Group. "As a business owner, and at a personal level, I am committed to inspiring and supporting our culture and communities, and that includes all the women of Northern Alberta."

Girls Inc. is a non-profit organization with a mission to inspire all girls to be strong, smart, and bold. The Women of Inspiration program has been running for seven years in the Wood Buffalo region with 72 recipients being honoured to date. The program is designed to recognize 12 local women per year who inspire all girls to be strong, smart and bold and aims to show local girls positive role models who live right here and are making an impact on the region.

"We are thrilled about our partnership," says Nanase Tonda, Executive Director of Girls Inc. of Northern Alberta. "Bouchier's community investment strategic priority around women's/girls' empowerment aligns beautifully with the philosophy of Girls Inc. and their commitment with this program specifically will allow us to continue to recognize the women in our region making a difference."

Providing girls ages six to 18 years old with the knowledge and skills needed to break free from gender stereotypes, create social change, be proud of who they are, and confident in their own skin, Girls Inc. is working to empower girls to realize their full potential.

"As a woman in business, and former recipient of the Women of Inspiration award, I am proud to support Girls Inc. of Northern Alberta," says Bourque Bouchier. "As Girls Inc. says, 'You can't be what you can't see', so it is a great honour for me to stand alongside these exceptional young girls and women."

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Girls Inc. of Northern Alberta is now accepting their first round of Women of Inspiration nominations until February 28, 2019. To learn more about the Women of Inspiration series, visit <https://girlsincofnorthernalberta.org/category/woman-of-inspiration/>.

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