



## **-ANNOUNCEMENT-**

### **EntrepreNorth welcomes its second cohort of Nunavut, Northwest Territories, and Yukon tourism entrepreneurs**

**Nunavut, Northwest Territories, Yukon - September 16, 2019** - EntrepreNorth is proud to announce the second cohort of its northern entrepreneur support program. The theme of this new cohort is On-the-Land Tourism. Successful applicants include: James McPherson, who offers custom adventure tours in the Sahtú Region; Bobbi Rose Koe, who guides tourists and youth along the Peel River; Alexander Flaherty, who takes clients on land and fishing expeditions, and five other tourism entrepreneurs from across the North.

“We are excited to welcome a new cohort of inspiring Indigenous entrepreneurs who are striving to grow authentic Northern-based tourism experiences,” says EntrepreNorth Project Director, Benjamin Scott. “Building on our success of the first cohort, our programming will be focused on meeting each entrepreneur where they are at and working with them to scale their ventures in a balanced multi-directional approach that aligns with their own Indigenous worldview and values.”

Beginning in October, eight Indigenous entrepreneurs from the three northern territories will embark on a nine-month personal and business growth journey. Through a unique combination of cohort-based learning, applied work sprints, one-on-one mentorship, and life coaching, the entrepreneurs will be supported in taking strategic steps to develop Indigenous-focused tourism products and experiences. They will have opportunities to showcase their ventures, build business relationships across the North, and connect with EntrepreNorth’s growing network of entrepreneurs, facilitators, and guest speakers.

The growing tourism industry offers opportunity for Indigenous entrepreneurs to build businesses that will honour their culture and create embedded value for their communities. Being a part of EntrepreNorth’s second cohort will provide participants with a strong network of support and valuable,

holistic programming that will empower them to develop as business leaders and grow sustainable tourism operations. Over the course of the program, participants will be given the tools they need to make a positive, sustainable impact on their community.

“It will be inspiring to be surrounded by other Northern entrepreneurs who I can relate to in a supportive environment. I look forward to this path of learning with the EntrepreNorth team and growing together as a group.” says Sheila Flaherty of sijjakkut, a brand-new venture in Iqaluit that will focus on culinary tourism.

The On-the-Land Tourism cohort includes:

**Nunavut:**

- Sheila Flaherty (Iqaluit)
- Mavis Elias Adjun (Kugluktuk)
- Atuat Shouldice (Rankin Inlet)
- Alexander Flaherty (Iqaluit)

**NWT:**

- James McPherson (Norman Wells)
- Dumaresq Valpy (Yellowknife)

**Yukon:**

- Bobbi Rose Koe (Whitehorse)
- Teri-Lee Isaac (Pelly Crossing)

The cohort will meet for the first time in Yellowknife October 4-11. Learn more about the entrepreneurs and their ventures on the EntrepreNorth website: [www.entreprenorth.ca](http://www.entreprenorth.ca)

**ABOUT ENTREPRENORTH**

EntrepreNorth empowers Indigenous and community-based entrepreneurs to build sustainable businesses and livelihoods across Northern Canada.

EntrepreNorth is a project on Tides Canada’s shared platform, which supports on-the-ground efforts to create uncommon solutions for the common good. Tides Canada is a national Canadian charity dedicated to a healthy environment, social equity, and economic prosperity.

Website: [entreprenorth.ca](http://entreprenorth.ca) | Social Media: @entreprenorth | #innovationspirit

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