

## **Aboriginal Business Showcase News Release**

(Fort McMurray - March 28, 2008) - Aboriginal businesses in this region were given the opportunity to show their potential to the community when Northeastern Alberta Business Association (NAABA) hosted the first Aboriginal Business Showcase, March 19.

"There are many new entrepreneurs in the Wood Buffalo region, and we hope to provide a key role in business development through a complete resource centre and mentorship program," said Nicole Bourque-Bouchier, NAABA president. "I believe we are on our way, and the successful showcase is only the beginning of many great things to come from NAABA."

The Aboriginal Business Showcase was sponsored by Syncrude Canada Ltd., which proudly helped establish NAABA and foster its success over the years.

Syncrude vice president Production, Marc Theriault, recognizes NAABA's value to the local community as a single connection for industry to communicate with the local Aboriginal businesses.

"This event is a great way to bring industry and Aboriginal business together," said Marc. "NAABA is this region's connection to the whole of the Aboriginal business community, and this single point of entry to the sector is a great benefit for us."

The showcase is a great example of how NAABA makes a tremendous effort to help its members succeed. To become a full NAABA member, companies must be at least 51 per cent owned by Aboriginal people.

NAABA prides itself on working together with business and industry to enhance the opportunities to promote and support the development of all Aboriginal people in the Wood Buffalo region. It has recently launched its new website, [www.naaba.ca](http://www.naaba.ca), to better reflect its organization and its work in the community.

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