

2014 RBC CANADIAN WOMEN ENTREPRENEUR AWARD WINNERS ANNOUNCED

*Six outstanding women-owned businesses awarded
out of a record-breaking 4,000 nominees*

TORONTO, NOVEMBER 27, 2014 – The 22nd annual RBC Canadian Women Entrepreneur Awards named six winners of this year’s prestigious awards including: the co-founder of Canada’s best selling brand of organic baby food; the visionary behind the world’s leading provider of Windows-based multi-vendor ATM software; and a group of four moms who conceived a multi-million dollar business out of growing frustration at the amount of items their kids lose.

“RBC is proud to support Canadian women entrepreneurs who are not only contributing to the creation of jobs and the prosperity of our economy but are also bringing their passion to life and excelling,” said Andrea Bolger, executive vice president, Business Financial Services, RBC Royal Bank. “These annual awards enable us to showcase these remarkably outstanding, bold and successful women entrepreneurs.”

Presented by Women of Influence, the awards recognize the country’s leading female entrepreneurs who have made impressive and substantial contributions to the local, Canadian or global economy. This year’s judging panel was comprised of twelve of Canada’s top business leaders including: Carol Toller, Executive Editor, Macleans Magazine; Suzanne West, President & CEO, Imaginea Energy; Sandra Altner, CEO, Women’s Enterprise Centre of Manitoba; and Joanna Track, Co-Founder, Good Eggs & Co.

The announcement was made at a gala reception on November 26 hosted by Diane Francis, editor-at-large for the Financial Post. Following a record-breaking 4,000 nominees, this year’s winners are:

- Jennifer Carlson, Baby Gourmet, Calgary, AB, **TELUS Trailblazer**
- Mia Pearson, North Strategic, Toronto, ON, **Deloitte Start-Up**
- Jennifer Gillivan, IWK Foundation, Halifax, NS, **TPH Charitable Giving**
- Penney Murphy, Penney Murphy & Associates, Saskatoon, SK, **Micro Business**
- Kyle MacDonald, Phoenix Interactive Design, London, ON **RBC Momentum**
- Julie Cole, Cynthia Esp, Tricia Mumby, Julie Ellis, Mabel’s Labels, Hamilton, ON, **PROFIT Award for Excellence**

Carolyn Lawrence, president and CEO, Women of Influence Inc. praised the winners for their relentless dedication to pursuing their passions and for paving the way for future generations of female entrepreneurs. “We are honoured to recognize the contributions of women entrepreneurs in Canada, helping to inspire new generations of innovators and leaders,” explained Ms. Lawrence.

“While the number of women-owned businesses continues to grow – proven by this year’s record-breaking number of nominees – the achievements of this year’s winners extend beyond merely business success. From establishing community partnerships to help transform Halifax’s IWK Health Centre into a global leader in research and healthcare, to donating over 650,000 meals across North America, these women have earned the esteem of their peers and their communities, and are truly paving the way for future female entrepreneurs.”

For more information on this year’s award winners, visit womenofinfluence.ca/rbc-cwea-2014.

About the RBC Canadian Women Entrepreneur Awards

The 2014 RBC Canadian Women Entrepreneur Awards are presented by RBC and sponsors Deloitte, TELUS, The Printing House and PROFIT Magazine and are the pre-eminent national business awards recognizing the country's leading female entrepreneurs. Now in its 22nd year, award recipients are selected based on a variety of criteria including, but not limited to, level of innovation, profitability and community impact. For more information, please visit: www.womenofinfluence.ca/rbc-cwea-2014.

About Women of Influence

Celebrating its 20th anniversary this year, Women of Influence Inc. is North America's leading organization dedicated to the advancement of women. It offers solutions to women through corporate consulting on Gender Diversity & Inclusion, executive leadership coaching, events, and media. It produces and hosts the renowned Deloitte Women of Influence Luncheon Series and the Top 25 Women of Influence, in addition to the publishing the Women of Influence magazine. Women of Influence has a community and reach of 120,000 across North America including Vancouver, Calgary, Toronto, Waterloo, Ottawa, Montreal, New York City, and Washington, DC. For more information, please visit: www.womenofinfluence.ca.

- 30 -

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