



PRESS RELEASE

For Immediate Release

PEIBWA LAUNCHES 2022 MICRO GRANTS PROGRAM IN PARTNERSHIP WITH COPPER BOTTOM BREWING

Thursday, July 14, 2022 (Charlottetown, PE) - The PEI Business Women's Association (PEIBWA) is excited to announce a new partnership with Copper Bottom Brewing Company to launch the ***Copper Bottom x PEIBWA Micro Grant Program!***

Copper Bottom is releasing a beer called "Betty's Ale", commemorating Island singer-songwriter Ashley Condon's mother, as part of their GiveBack Initiative series.

"Betty was a force to be reckoned with. One of the first women to captain her own fishing fleet in Eastern PEI, a single mom and the life and light of every party. As an ode to Betty, we brewed an approachable, easy-drinking Golden Ale to celebrate a golden lady," says the Copper Bottom Brewing team.

\$1 from each can or pint of this beer sold will be donated to PEIBWA, which will then be used to support a micro-grant program to advance Island women in business.

The beer was launched on July 5, 2022 to coincide with Ashley Condon's one-woman show "Betty's Song" playing at the Confederation Centre of the Arts until July 28th. The beer will be available exclusively at Copper Bottom Brewing and at the Confederation Centre of the Arts.

"We are thrilled to be partnering with Copper Bottom Brewing on this micro grant opportunity for Island business women," says PEIBWA CEO Margaret Magner. "Copper Bottom is committed to supporting the community through the Give Back Initiative, and we are pleased that this year they have reached out to PEIBWA."

This Micro Grant program is a member-only funding opportunity designed to help new, growing, and established women entrepreneurs through a non-repayable grant and business skills support. Five \$500 micro grants will be awarded through this partnership. Applications will remain open until Friday, August 12, 2022, at midnight.

For more information about PEIBWA's Micro Grants Program, visit www.peibwa.org/microgrants.

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About PEIBWA

The PEI Business Women's Association (PEIBWA) is a member-based not-for-profit organization with a mandate to educate, empower and inspire PEI women to succeed in their business endeavours. Incorporated in 1993, it is the only women's business association with an Island-wide mandate in the province and has a membership of 600 women entrepreneurs and business professionals. PEIBWA provides advisory services, training, opportunities for development, and connections with other women in business. www.peibwa.org