



Press Release

EMBARGOED UNTIL MARCH 8, 2022 AT 3:00 P.M.

Dr. Margaret Magner, CEO of P.E.I. Business Women's Association, is one of Atlantic Canada's 25 Most Powerful Women in Business 2022

PEI Business Women's Association is proud to announce the recognition of its CEO with this significant award

Charlottetown, PE: Dr. Margaret Magner, CEO of the P.E.I. Business Women's Association (PEIBWA), is one of the 2022 award recipients of Atlantic Canada's 25 Most Powerful Women in Business. *Atlantic Business* magazine, creator of the annual award, says "This isn't merely a list of powerful people – it's 'Most Powerful' for a reason. These women are changemakers whose power extends beyond the context of their jobs to influence their industry and the broader community." According to the Canadian Women's Foundation, 82 percent of all Canadian women between 24 and 54 are employed, but only 15 percent of Canadian CEOs are women.

"We are pleased and proud that Margaret Magner is being recognized with this award," says Nancy Beth Guptill, President of PEIBWA's Board of Directors. "Dr. Magner is an innovative leader and visionary who, through determination and resourcefulness, has significantly expanded resources to serve the needs of business women and rural communities provincially and regionally while promoting opportunities for underserved women in the entrepreneurship ecosystem."

During her tenure as CEO of PEIBWA, the organization has grown to three locations, including the Rural Women's Business Centre in Central Bedeque, its Charlottetown space, and a Montague office opening this month. It has also created PEI's first business accelerator and start-up incubator for women; developed programs to advance women entrepreneurs under the age of 30 seeking to start a business; and launched a program to encourage female high school students to pursue careers in science, technology, engineering and the trades. Dr. Magner has also played a key role in creating the Atlantic Canada Women in Growth Partnership, collaborating regionally to deliver programming for women-owned businesses and underserved women. In the last year, the organization has delivered some \$850,000 in programming for Island business women, much of it pandemic related. It now has 550 members across the Island and its annual Symposium attracts participants from every Canadian province, as well as an international audience.

“It’s an honour to receive this recognition,” says Margaret Magner. “It’s exciting to be able to listen to and understand the needs of Island business women and have the capacity to create resources that will serve them. Being called “powerful” only inspires you to do more.”

Dr. Magner was earlier recognized in the PEI legislature for PEIBWA’s service to business women and appointed as Sector Champion to Renew PEI: The Premier’s Council for Recovery and Growth. She teaches at the University of Prince Edward Island and has been a Governor of the National Theatre School of Canada since 2007.

On March 8, 2022, from 3:00-4:00 pm. PEIBWA and *Atlantic Business* magazine will co-host a special International Women’s Day virtual event to announce this year’s 25 Most Powerful Women in Atlantic Canada Business. It will include a moderated panel featuring this year’s PEI award winners discussing what it means to be a powerful woman. The general public is welcome to attend. Registration is required at: <https://peibwa.org/event-4712834> .

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 550 women entrepreneurs and business professionals. PEIBWA provides advisory services, training, opportunities for development, and connections with other women in business. www.peibwa.org

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