



Local Business GirlPower & GoodGuys selected as a finalist for the 2016 Momprenneur® ‘Momentum’ Award – Service Based or Non-Profit Oriented

Calgary’s Own Dana Kerford of GirlPower & GoodGuys is proud to announce that they have been named a finalist for the 2016 Momprenneur® ‘Momentum’ Award – Service Based Or Non-Profit Oriented. The winner will be announced at The 2016 National Momprenneurs® Conference on Saturday, March 5th, 2016.

For Immediate Release:

FEBRUARY 1, 2016 – CALGARY, AB – The Top 20 finalists have been selected for the fourth instalment of The Momprenneur® Awards brought to you by Momprenneur Showcase Group Inc. and ParentsCanada Magazine. Every year this award gets bigger and recognition gets more renowned as the achievements and contributions of women and their businesses in Canada grows. This year two new awards were added to include women across all areas of business.

Local Momprenneur Dana Kerford of GirlPower & GoodGuys has been named a finalist by her peers and the business community. The task of determining who will win one of the four Awards being presented at this year’s 2016 National Momprenneurs® Conference will now be left up to an expert panel of judges. The winner will be chosen based on a select set of criteria for each award including track record of success; product innovation of business idea; growth potential and scalability; revenue; inspiration to others; and impact on the community.

GirlPower & GoodGuys is an internationally-recognized skills-based friendship program for children in grades 1 to 6. They offer in-school workshops, parent-child workshops, professional development for educators, and have an in-school curriculum that’s been adopted by over 100 schools around the world. Dana Kerford’s career as a teacher began in 2004 when, after settling into grade 4, she quickly identified the intensity and complexity of friendships for young girls. Inspired by her students, Kerford began researching relational aggression, conflict-resolution, and the inner workings of female relationships. In 2009, Kerford developed and launched the first ever GirlPower six-week program, teaching her students how to foster a female community of kindness and support, where girls learn to have a voice in their friendships. Since then, she has worked with over 30,000 girls, parents, and educators, both in the classroom setting and private, community-based venues across North America and Australia. Her most popular workshop, “The Language of Friendship”, is a parent-child workshop that gives parents a new “language” for talking about friendship. In 2012, Kerford released her first book “The Friendship Project” - a workbook for parents and tween girls. After piloting GoodGuys in 11 schools across 3 countries and doing extensive research on boys and friendship, she launched GirlPower’s brother program in June 2014! “I’m so thrilled to be a Finalist for the Momprenneur ‘Momentum’ Award and hope that this will allow us to empower even more children across Canada. While we’re not an anti-bullying program, we do believe our program is the preventative approach and will put an end to bullying,” stated Kerford.

The 2016 Mompreneur® Awards presented by TruShield Insurance will be handed out at The 2016 National Mompreneurs® Conference taking place over 2 days during International Women's Day Weekend, Friday, March 4th, and Saturday March 5th 2016. The conference will take place at the Sheraton Airport Hotel & Conference Centre - 801 Dixon Rd, Toronto, ON.

To interview Dana Kerford about being finalists or to provide commentary on being a Mompreneur and business leader Please contact:

Dana Kerford
girlpower@urstrong.com
(403) 802-4107

For more information on the Conference & Awards, to obtain a Media Pass or to speak to CEO Maria Locker please contact:

Rania Walker, PR & Media Relations
rania@sparqstreet.com
Phone: 416-258-8953

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About Mompreneur® Showcase Group Inc.

Mompreneur® Showcase Group Inc. (www.TheMompreneur.com) is the trusted national network that supports, educates, and empowers moms in business across Canada. With close to 20 satellite locations in Canada supporting over 17,000 women entrepreneurs, the company also includes Mompreneur® Magazine and Mompreneurs® Momentum Enterprise of Canada (non-profit) under its umbrella of properties.

www.themompreneur.com

About ParentsCanada

ParentsCanada Magazine is one of Canada's leading resources for parents of newborns to teens. Its focus is on providing parents the tools they need to make positive choices for their families. www.parentscanada.com

About TruShield Insurance

The TruShield Insurance solution was specifically created to provide Canadian small businesses with the insurance coverage they need. TruShield Insurance is the small business division of Federated Insurance Company of Canada, a leading specialized insurance provider. A 100% Canadian owned company, Federated Insurance has been part of the Fairfax family of companies since 1990. Learn more about TruShield Insurance at www.trushieldinsurance.ca.