

NEW BUSINESS WEEK CAMPAIGN PROMOTES 67 NEW BUSINESSES IN THE WEST END

Friday, April 19th, 2024

For immediate release

The West End BIZ is launching their annual New Business Week campaign, running from April 22-26, 2024. This initiative is aimed at promoting the 67 new businesses that have opened in the West End in 2023 and helping introduce them to the community.

“Even though one of my markets is the Filipino community, I did not want to move to McPhillips. I chose the West End for my business because I live in St. James, a 6-minute drive away, and I can drop off my kids at school nearby.” shares Abie Piller, owner of Skin By Abie.

"Sixty-seven businesses opening represents sixty-seven stories of entrepreneurs, go-getters and visionaries taking a bold step and we love to see it. Whether they're trying something new, growing or simply moving, we want to share their unique stories with Winnipeggers." says Joe Kornelsen, Executive Director of the West End BIZ.

Throughout the week, the West End BIZ will be featuring new businesses on their social media pages, publishing blog posts on their website, hosting a giveaway with participating businesses. This initiative is an excellent opportunity for residents and visitors to discover new and exciting businesses in the West End.

“After eight months in the West End, business is improving. I am contacting my old customers from the Bay; I am meeting new people from the Wolseley and West End area. Business is slowly getting better.” says MJ Toews, owner of Wolseley Eyecare.

The West End BIZ encourages everyone to check out New Business Week and discover the new businesses that have recently opened in the neighborhood. To learn more about the initiative and participating businesses, please read our blog at westendbiz.ca.

The West End Business Improvement Zone (West End BIZ) is a non-profit organization committed to working with business and area stakeholders to enhance, promote, advocate for, and support Winnipeg’s West End.

For further information, please call Gloria Ndikumana, Communication and Marketing Coordinator by mobile at 431-388-5213 or email glorian@westendbiz.ca.