

## **PRESS RELEASE:**

### **Yellowknife Chamber of Commerce Launches Business Resilience Working Group And Partners To Launch Canadian Business Resilience Network**

**Yellowknife, NT – April 6, 2020 –** The Yellowknife Chamber of Commerce has partnered with the Canadian Chamber of Commerce to launch the Canadian Business Resilience Network (CBRN) to help the business community prepare, persevere and, ultimately, prosper as we collectively face the COVID-19 pandemic.

To correspond with the launch of this national initiative, the Yellowknife Chamber of Commerce has launched the Business Resilience Working Group.

“The Business Resilience Working Group was established with the purpose of identifying the most effective ways to support the Yellowknife business community during the COVID-19 crisis,” said President Tim Syer. “The ability for our members to survive these difficult times requires quick action from us and our government partners. That’s why we’re committed to releasing our recommendations on Thursday, April 9<sup>th</sup>.”

“The launch of this initiative ties in nicely with the Canadian Chamber’s national campaign. We’re excited to be involved and encourage our members to take a look at the resources and tools available on CBRN.ca,” continued Syer.

Led by the Canadian Chamber and supported by the Government of Canada, the CBRN is an inclusive campaign that focuses on mitigating the impact of the pandemic on our economy and our communities by helping the business community drive Canada’s economic recovery.

The CBRN aims to:

- Provide tools and supports through a dedicated website, [CBRN.ca](https://www.cbrn.ca), to businesses in their business continuity efforts – from development to implementation.
- Provide a consistent and reliable flow of accurate, up-to-date, authoritative information.
- Work closely with government to ensure the right supports are in place and to be a conduit for information from the government to the private sector.
- Instill confidence in Canadian business and the economy.

“COVID 19 has provided us with an unprecedented challenge, but Canadians are resilient. The Canadian Business Resilience Network is about business and government stepping up together to make sure every Canadian business has the information it needs and a fighting chance to make it through,” said Jackie King, Chief Operating Officer, Canadian Chamber of Commerce.

CBRN brings together over 450 chambers of commerce and boards of trade, along with over 100 of Canada’s leading business and industry associations, including the Business Council of Canada, the Canadian Council for Aboriginal Business, the Canadian Federation of Independent Business and Canadian Manufacturers and Exporters, as well as the support of partners such as Canada Life.



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We encourage you to visit [CBRN.ca](http://CBRN.ca) and share the credible information, latest news, tools and resources available for businesses.

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The Yellowknife Chamber of Commerce is a non-profit organization with 383 businesses as members. Our mission is to be a leader in the improvement and development of a strong Yellowknife business community with a diversified economy and sustainable growth.

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