

## Trade show to demystify the buzz behind “social enterprise”

**Ottawa, March 27, 2008** – A trade show event at Algonquin College will try to answer the question “What’s all the buzz about social enterprise?”

“Social Enterprises are businesses that consider three bottom lines -- people, profit, and planet,” says Brenda Richardson, Community Economic Development Coordinator for the Causeway Work Centre, a local social enterprise which is partnering with the college on the trade show. “Just like for-profit businesses - social enterprises rely on good ideas, sound business practices, talent and hard work.”

The social enterprise model is quickly emerging as an innovative way for non-profit organizations around the world to achieve their mission. And locally, a growing number of social enterprises are focusing on recycling, manufacturing, hospitality, and services.

The free event will feature displays by nearly 50 social enterprises, networking opportunities and brief presentations on aspects of social enterprise.

**WHAT: Social enterprise trade show and presentations**  
**WHEN: Wednesday April 1<sup>st</sup>, 2009; 5:00 - 7:30PM**  
**WHERE: Algonquin College – Woodroffe Campus, T Building**

**About Algonquin College:** The Algonquin College Business Innovation Centre supports professional development, personal growth, and entrepreneurial culture within Algonquin College while building bridges with business, the public sector, and the community. Algonquin College is the largest college in Eastern Ontario. Algonquin is a leader in the integration of technology into learning. Algonquin College has a diverse population of approximately 16,000 full-time students and more than 33,000 part-time registrations in over 140 programs and is committed to student success. For more information please visit [www.algonquincollege.com](http://www.algonquincollege.com).

**About Causeway Work Centre:** Causeway is a community based, non-profit agency that provides a range of employment and educational programs and other supports to persons with mental illness and other disabilities, and those who are homeless or at risk of becoming so.

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