

BestLifeRewarded Innovations Receives Federal Government's Women Entrepreneurship Fund Grant

For immediate release

OAKVILLE, ON (CANADA) May 2, 2019: BestLifeRewarded Innovations is proud to announce it has been awarded the maximum funding amount of \$100,000 from the federal government's new **Women Entrepreneurship Fund**.

The Government of Canada is advancing women's economic empowerment with the first ever [Women Entrepreneurship Strategy](#), a \$2-billion investment that seeks to double the number of women-owned businesses by 2025.

For nearly a decade, BestLifeRewarded Innovations (BLRI) has been helping thousands of Canadian organizations measurably transform employee well-being through a proven, customizable, and innovative platform. This innovative system combines proven behaviour-change models to motivate members to embrace the benefits of healthy living. Currently reaching over 3 million Canadians, BLRI plans to apply the \$100,000 in funding towards its global expansion efforts.

BLRI was recently recognized as the 2018 Mid-size Business of the Year Award at the Oakville Awards for Business Excellence. In addition, BLRI speaking engagements on its 'best practices' approach have included the Cayman Islands Healthcare 20/20 , World Hypertension Congress Istanbul, the Canada India Health Summit in Delhi and the First World Non-Communicable Disease (NCD) Congress in Chandigarh, India. BLRI will also present at the Global Wellness Summit in Hong Kong this October.

"Our goal was to improve the well-being of Canadians and that is why we created the BestLifeRewarded platform . We deliver a comprehensive wellness solution with sustainable results that has put us at the forefront of health behaviour change innovation," said Susanne Cookson, co-founder of BLRI. *"Using a results-oriented approach, we have created an evidence-based program that our members actually use and love. We are thrilled to be recognized by the Canadian government through the Women Entrepreneurship Fund. This funding will boost our global expansion and help us to continue to highlight our Canadian innovation on the global stage."*

Science-based wellness, individual focus, sophisticated segmentation and strategic analytics come together to create a turnkey wellness solution that meets business objectives and promotes individual well-being. BestLifeRewarded attributes its success to the quality of its product. It has presented real results in the market, contributing a \$73.28/member back to the Canadian economy. Founded in 2010 by Susanne Cookson and Cynthia Hastings-James, these technology entrepreneurs focus on delivering programs that improve the lives of Canadians. With a combined 50-years of experience in market disruption, Cookson and Hastings-James bring a trailblazer mentality that is grounded with industry knowledge and practical insight.

"The women entrepreneurs and business leaders of BLRI make incredible contributions to our economy and community every day," said Pam Damoff, Member of Parliament for Oakville North-Burlington. "I'm proud to be a part of a Liberal government that takes women's economic empowerment seriously. From

tackling pay equity to modernizing parental leave, this government is taking action on gender equality because when women succeed, we all succeed.”

“Our government believes that women’s economic empowerment is not just the right thing to do, it’s good for the bottom line,” said Hon. Mary Ng, Minister of Small Business and Export Promotion. “That’s why we launched the Women Entrepreneurship Strategy, a strategy that seeks to double the number of women-owned businesses by increasing their access to financing, networks and advice. It’s a smart investment with an economic and social return. I’m proud to say that there is no better government under which to be a woman in Canada’s history.”

For more information on BestLifeRewarded Innovations, please visit www.BestLifeRewarded.com.

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