



TONI DESROSIERS WINS 2018 TELUS TRAILBLAZER AWARD

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TORONTO, NOVEMBER 21, 2018 – ABEEGO is proud to announce that Founder and CEO Toni Desrosiers received the 2018 TELUS Trailblazer Award at the RBC Canadian Women Entrepreneur Awards last night. Desrosiers was one of seven outstanding female entrepreneurs that received awards out of a record-breaking 7,400 nominees and 23 finalists.

The RBC Canadian Women Entrepreneur Awards are the pre-eminent national business awards recognizing the country's leading female entrepreneurs. Now in its 26th year, the program is an initiative of Women of Influence, an award-winning organization dedicated to advancing Canadian women.

The TELUS Trailblazer Award is dedicated to a female entrepreneur who is a true trendsetter by recognizing a new market, product, service, technological advancement or opportunity and led the way by demonstrating outstanding leadership within her company and her market, and setting standards for originality, quality and successful management. Toni Desrosiers was one of three Regional Finalists being recognized in this category.

Abeego was born in 2008 when Desrosiers invented breathable food wraps that Keep Food Alive by replicating the behaviour of the rind, peel or skin of fresh produce, challenging traditional methods of saving food in the process. A business that began as a market stall, Desrosiers now employs over 20 staff from her studio in Victoria, BC and sells her reusable, beeswax wraps internationally. Abeego has inspired and paved the way for many others in the beeswax food wrap industry, which continues to grow around the world.

“Being recognized by RBC, Women of Influence and TELUS for a decade of blazing a trail and creating an entirely new food wrap category was a pivotal moment for me. They say there's nothing in a title but I'll take the label trailblazer any day!” says Desrosiers. “Without SheEO, a community of radically generous women, we wouldn't be here, standing tall surrounded by a community of activators.” SheEO is a global initiative designed to radically transform the way we finance, support, and celebrate female entrepreneurs.

The awards recognize the country's leading female entrepreneurs who have made impressive and substantial contributions to the local, Canadian or global economy. A panel of 12 judges was comprised by some of Canada's top business leaders, including: Karen Greve Young, CEO Futurpreneur; Bonnie Foley-Wong, Chief Investment Innovator, Pique Ventures & Founding Investor, Pique Fund; Paulette Senior, President & CEO, Canadian Women's Foundation and Karen Brookman, Partner and Chief Innovation Office West Canadian Digital Imaging.

The winners were announced and celebrated at the 26th Annual Awards Gala, hosted by Marcia MacMillan, National TV News Anchor, Host and Reporter at CTV News at the Fairmont Royal York in Toronto.

“RBC is honoured to celebrate the achievements of Canadian women entrepreneurs who have been instrumental in driving business success in Canada,” says Greg Grice, Executive Vice President, Business Financial Services, RBC. “We're proud to put a spotlight on this year's winners who are exceptional leaders, innovators and rising stars. Their leadership, passion and entrepreneurial spirit serve as an inspiration for the next generation of Canadian entrepreneurs to pursue their aspirations and be part of Canada's thriving business community.”



KEEP FOOD ALIVE

About Abeego

To learn more about Abeego, view products, read blog posts, find a store and shop online, visit www.abeego.com. Abeego Keeps Food Alive. Read the manifesto [here](#).

About SheEO

Founded in Toronto by Vicki Saunders, [SheEO](#) is a leading global innovation in the female entrepreneur marketplace with a radical new model to finance, support and celebrate female entrepreneurs.

About the RBC Canadian Women Entrepreneur Awards

The RBC Canadian Women Entrepreneur Awards are the pre-eminent national business awards recognizing the country's leading female entrepreneurs. The awards are an initiative of Women of Influence, an award-winning organization dedicated to advancing women globally.

About Women of Influence

Women of Influence, now in its 24th year, is one of North America's leading organizations offering solutions to further women's career advancement. With courses in executive leadership, global events, and print and digital content, Women of Influence annually reaches over 300,000 professional women and men across Canada and internationally. Signature events include the Women of Influence Luncheon Series and the RBC Canadian Women Entrepreneur Awards. For more information, please visit www.womenofinfluence.com.

For interview requests or further information please contact:

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2018 RBC Canadian Women Entrepreneur Award Winners (Photo: Women of Influence Worldwide Inc)



Abeego Founder and CEO Toni Desrosiers (right) winner of the 2018 TELUS Trailblazer Award with Vicki Saunders, Founder of SheEO