



MEDIA RELEASE

FOR IMMEDIATE RELEASE

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Slave Lake, Alberta

Business Bootcamp: NLC Offers Unique Regional Economic Development Opportunity

The Business Bootcamp is a unique opportunity for individuals, businesses, and community organizations to access essential business training through a combination of online and face-to-face offerings. Through the generosity of Alberta Innovates, the Regional Economic Development Initiative (REDI), Community Futures Northwest, and the Council of Community Education Committees (CCEC), residents in over 50 communities in northwestern Alberta have the opportunity to take NLC LIVE Online™ Business Bootcamp courses for a significantly reduced rate. Community organizations such as municipalities, First Nations, Métis settlements, Chambers of Commerce, and economic development alliances can leverage the reduced rate training and complement it with face-to-face offerings brought directly to their community.

The NLC LIVE Online Business Bootcamp courses begin on January 16 with offerings scheduled throughout the winter and spring. Courses include bookkeeping, human resources, marketing and branding, and business strategy. These special rates are open to residents within the Northern Lakes College service region. Register today, as seats at the reduced rate will go quickly.

To complement the reduced rate training, organizations are invited to contact the College's Continuing Education & Corporate Training department to arrange for face-to-face Business Bootcamp programming to be delivered to their business community at large or specifically to their organization. The content of these courses is designed for entrepreneurs or aspiring entrepreneurs with a focus on human resources, marketing, and branding.

This is the second year of the Business Bootcamp initiative. The inaugural offering occurred in the Mackenzie region and was a collaboration between REDI, Community Futures Northwest, and Northern Lakes College. Comments REDI Chair Lisa Wardley, "REDI is proud to see this initiative expand. Building community capacity is at the heart of the project. Having new partners join and seeing it expand throughout the Northern Lakes College service region is rewarding."

CCEC Chair Terri Rosser comments, "The Council of Community Education Committees is pleased to participate in the expansion of the Business Bootcamp to all communities served by Northern Lakes College."

Northern Lakes College (NLC), located in northern Alberta, provides quality programs through distributed learning to over 6,000 students annually. NLC offers certificate and diploma programs in Business, Health Sciences and Allied Health, Human Services, Technology, Trades, University Studies, and Academic Upgrading. The College collaborates with partners to offer degree completion opportunities, including a Bachelor of Education and a Bachelor of Social Work. NLC provides professional accreditation and certificate programs through its Continuing Education and Corporate Training Department.

For additional information contact:

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