



## MEDIA ADVISORY

### Alberta Piloting UN Women's Global Leadership and Innovation Strategy

*Dr. Elizabeth Cannon, Hon. Rona Ambrose among innovation champions*

#### For immediate release

March 14, 2019 – Calgary, AB

**Dr. Elizabeth Cannon** and the **Hon. Rona Ambrose** will formally launch the SHEInnovates Alberta chapter – the first in both Canada and globally – for the [UN Women's Global Innovation Coalition for Change \(GICC\)](#) on March 18, 2019.

Dr. Cannon and Ambrose are two of five Alberta women nominated to the UN Women's 100 innovators and entrepreneurs, part of the [SHEInnovates global campaign](#) launched earlier this month. They will attend the launch to discuss examples of Alberta leading global innovation in several fields, including research, policy and education.

As the first and only pilot chapter globally, [SHEInnovates Alberta](#) will be the blueprint for local chapters across the world to support women-led innovation and entrepreneurship in their communities.

Dr. Cannon has been a champion of entrepreneurial thinking, overseeing implementation of the Hunter Hub for Entrepreneurial Thinking at the University of Calgary. Dr. Cannon says championing women-led innovation is crucial:

“. . .with all of their passion and energy and with a little bit of support, they can really move from an idea into dreaming and doing something big.” – Dr Cannon.

Ambrose has spearheaded the women-driven She Leads Economic Council of Alberta to expose women leaders and entrepreneurs to key provincial and national decision-makers.

“We believe a major impediment to women driving for success is that women have no local role models. We need to demonstrate the capacity for Alberta women to succeed. If we see it, we can be it.” - SHEInnovates Alberta Chapter Chair Dawn de Lima, Chief Business & Operational Services, TransAlta

**WHEN:** March 18, 2019, 10:00 a.m.

**WHERE:** Hunter Hub for Entrepreneurial Thinking, University of Calgary,  
402 Collegiate Blvd NW, Calgary, AB

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