

# 2017

# MOMPREENEUR® AWARDS

presented by **TR**ESHIELD  
INSURANCE

ROUND 2 – FINAL JUDGING FOR WINNERS

## CATEGORY: AWARD OF EXCELLENCE



THERESA



ANNAMARIA



ANDREA



DANA



WENDY

**Mompreneur® Award of Excellence:** awarded to a female entrepreneur through criteria-based points system surrounding Innovation, Commitment to Community, Growth & Scalability, Leadership, and Dedication to Family. *Must be in business a minimum of 3 years at time of entry to qualify.*

## Entrepreneur Wendy Armbruster Bell selected as a Finalist for the 2017 Mompreneur® Award of Excellence

Coquitlam's own Wendy Armbruster Bell of Snugabell Mom & Baby Gear Ltd is proud to announce that she has been named a finalist for the 2017 Mompreneur® Award of Excellence.

The winner will be announced at The 2017 National Mompreneurs® Conference on Saturday, March 4<sup>th</sup>, 2017.

### ***For Immediate Release:***

February 6, 2017 – Coquitlam, BC – The Top 22 finalists have been selected for the fourth instalment of The Mompreneur® Awards brought to you by Mompreneur Showcase Group Inc. and Parents Canada Magazine. Every year this award gets bigger and recognition gets more renowned as the achievements and contributions of women and their businesses in Canada grows. This year two new awards were added to include women across all areas of business.

Local Mompreneur Wendy Armbruster Bell of Snugabell Mom & Baby Gear has been named a finalist by her peers and the business community. The task of determining who will win the four awards being presented at this year's 2017 National Mompreneurs® Conference will now be left up to an expert panel of judges. The winner will be chosen based on a select set of criteria for each award including track record of success; product innovation of business idea; growth potential and scalability; revenue; inspiration to others; and impact on the community.

Snugabell Mom & Baby Gear is a social enterprise that designs award-winning breastfeeding and pumping products for moms who are not willing to forgo fashion for function. When Wendy had her first daughter she pumped so she could get some freelance work done while her husband took the evening feed. After only one pumping session, she was online searching for a product that could hold the pump flanges for her, however wasn't impressed with what she found. With her nine years of apparel industry experience behind her, she designed a quality, functional, yet beautiful hands-free pumping bra, and Snugabell was born. "I am both honoured and delighted to be named as a finalist for the 2017 Mompreneur Award of Excellence. On the tails of a successful fundraiser for the BC Women's Provincial Milk Bank and our first annual World Breast Pumping Day, I will take this as a "nod" to all the hard work the Snugabellas have been doing over the years. Winning would help me take my business to the next level through continued product development and increased awareness."

**The 2017 Mompreneur® Awards presented by TruShield Insurance** will be handed out at The 2017 National Mompreneurs® Conference taking place over 2 days during International Women's Day Weekend, Friday, March 3rd, and Saturday March 4<sup>th</sup> 2017. The conference will take place at the Sheraton Airport Hotel & Conference Centre - 801 Dixon Rd, Toronto, ON.

To interview Wendy about being named a finalist or to provide commentary on being a Mompreneur and business leader please contact:

**Wendy Armbruster Bell**

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For more information on the Conference & Awards, to obtain a Media Pass or to speak to CEO Maria Locker please contact:

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**About Mompreneur® Showcase Group Inc.**

Mompreneur® Showcase Group Inc. ([www.TheMompreneur.com](http://www.TheMompreneur.com)) is the trusted national network that supports, educates, and empowers moms in business across Canada. With close to 20 satellite locations in Canada supporting over 17,000 women entrepreneurs, the company also includes Mompreneur® Magazine and Mompreneurs® Momentum Enterprise of Canada (non-profit) under its umbrella of properties. [www.themompreneur.com](http://www.themompreneur.com)

**About ParentsCanada**

ParentsCanada Magazine is one of Canada's leading resources for parents of newborns to teens. Its focus is on providing parents the tools they need to make positive choices for their families. [www.parentscanada.com](http://www.parentscanada.com)

**About TruShield Insurance**

The TruShield Insurance solution was specifically created to provide Canadian small businesses with the insurance coverage they need. TruShield Insurance is the small business division of Federated Insurance Company of Canada, a leading specialized insurance provider. A 100% Canadian owned company, Federated Insurance has been part of the Fairfax family of companies since 1990. Learn more about TruShield Insurance at [www.trushieldinsurance.ca](http://www.trushieldinsurance.ca).