



## FOR IMMEDIATE RELEASE

CALGARY, June 23 2017 – Ambrose University, together with the FigTree Foundation and Vibrant Communities Calgary, is proud to host this year’s Soul of the Next Economy Forum on September 29 & 30, where the non-profit sector, government, business and educational institutions converge. Fueled through innovation, collaboration and corporate social responsibility, we come together to **LEARN** about local & global social and development issues; **CONNECT** with peers, industry experts and other sectors addressing these issues; and **ENGAGE** in sustainable business oriented solutions to these issues.

“From the executives who host our Executive Roundtable to the social innovators that enter the Lion’s Den Social Innovation Challenge, we see leaders and future leaders coming to the Soul Forum who are actually changing the way we do business and development,” says Soul Forum chair and business professor at Ambrose University, Angie Redecopp. “We are no longer just talking about better business and better society, we are seeing it happen.”

This year’s Forum begins on Friday, September 29<sup>th</sup> with an Executive Roundtable with business leaders from around Calgary and will be moderated by Linda Coady of Enbridge. Following that will be a keynote presentation on the Frontiers of Corporate Responsibility from Wayne Visser – writer, speaker, academic, poet, film producer, social entrepreneur, and futurist.

On Saturday, September 30<sup>th</sup>, Daniela Papi-Thornton of the Skoll Centre for Social Entrepreneurship at Oxford’s Saïd Business School will be speaking about “Tackling Heropreneurship” - apprenticing with a problem approach. The day continues with many breakout sessions that cover our 3 main topics of *Better Business*, *Local/International Issues*, and *Collaboration & Engagement*. These sessions will feature insightful speakers, panels and interactive programs for participants to learn and engage with.

The BDC returns as our lead sponsor as they continue to develop Canadian businesses and support entrepreneurs. They are joined by the Calgary Foundation, Servus Credit Union, SAGE Investment Advisors, and First Calgary Financial who are also sponsoring this year’s Forum.

Early Bird registration of \$99 is available until the end of August. Visit [nexteconomyforum.com](http://nexteconomyforum.com) to register and for more information. Follow us on Facebook and Twitter @SoulForumYYC for updates and news. What will you do for the #nexteconomy? Start at #SoulForumYYC.

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