



FOR IMMEDIATE RELEASE

Do Business Like a Canadian: Soul of the Next Economy Forum and CCSR bring entrepreneurs and business leaders together to change the way we do business

CALGARY, June 19, 2018 - Join Calgary's social entrepreneurs and champions of corporate social responsibility at the Soul of the Next Economy Forum on Friday, September 28.

[Ambrose University](#), [Vibrant Communities Calgary](#) and [Fig Free Foundation](#) will host the 5th annual [Soul of the Next Economy Forum](#) on Friday, September 28 at Ambrose University. Soul of the Next Economy Forum is where businesses, non-profits, government and educational institutions converge to change the way we do business and impact society.

Leor Rotchild, Executive Director for [Canadian Business for Social Responsibility \(CCSR\)](#), will moderate the Executive Roundtable and discuss what it means to "Do business like a Canadian" and the role business has in enhancing communities both locally and globally. After serving as a corporate responsibility advisor to two large oil and gas companies, Rotchild co-founded a B Corp environmental business called DIG and was a principal architect of the Energy Futures Lab.

As Rotchild says, "There's enormous opportunity to leverage Canada's positive image and develop a 'Team Canada' approach to doing business. September marks the launch of CCSR's new national campaign - Do Business Like A Canadian - which celebrates transformational business practices and innovative business leaders. The campaign involves events across several Canadian cities and Soul of the Next Economy Forum will be a great place for Albertans to get involved."

Over 300 Calgarians will participate in the Forum to engage in thought provoking discussions with industry leaders who are championing initiatives in innovation, collaboration and corporate social responsibility.

Lynda Kuhn, Senior Vice President of Public Affairs and Purchase Champion at Maple Leaf Foods, will deliver a keynote speech on changing the way we do business. Ms. Kuhn works with national brands and spearheads the organization's vision to be the most sustainable protein company on earth. Dr. Éliane Ubalijoro, Executive Director of C.L.E.A.R. International Development and Professor of Practice at McGill University, will be speaking on this year's

theme of innovation for all: bringing the sectors together for greater prosperity, sustainability, competitiveness, and well-being.

Want to attend Calgary's top conference for social entrepreneurs, innovators and champions of corporate social responsibility? Early bird tickets are on sale for \$99 (before taxes and fees) until August 31. Get your tickets now: <https://nexteconomyforum.com>. Come and join the conversation.

-ends-

Contact:

Donna Vecino
Forum Coordinator, Soul of the Next Economy Forum
403-918-6751
info@nexteconomyforum.com

Leor Rotchild
Executive Director for Canadian Business for Social Responsibility (CBSR)
403-389-5367
leor@cbsr.ca