



FOR IMMEDIATE RELEASE: October 19, 2020

CANADIAN BLACK CHAMBER OF COMMERCE LAUNCHES ETHNIC FOOD INCUBATOR SPONSORED BY SOBEY'S & DELIVERED BY SPRING ACTIVATOR

October 19, 2020 TORONTO - The Canadian Black Chamber of Commerce (CBCC) is thrilled to announce the launch of the Ethnic Food Incubator — the first of its kind in Canada — with platinum sponsor Sobey's. Other sponsors and partners include Retail Council of Canada, BDC, Uber Eats & York University.

This program represents a critical vehicle to advance the CBCC's agenda of creating more Black Entrepreneurs in Canada, particularly in the Food & Beverage space. The Canadian Black Chamber of Commerce is dedicated to economically empowering and sustaining Black Entrepreneurs in Canadian communities through entrepreneurship.

The incubator will be delivered by [Spring Activator](#) and will include a 12-week program that will prepare entrepreneurs for establishing their brands in the retail industry.

"We are excited about the launch of the Ethnic Food Incubator as it will create a path for Black Entrepreneurs to enter the grocery space. With our sponsorship with Sobey's and program delivery by Spring we are excited for the journey our entrepreneurs are on."
— Andria Barrett, President of the Canadian Black Chamber of Commerce

"At Spring we seek to build environments for innovation that are equitable, diverse, and inclusive. This joint initiative between Spring and the Canadian Black Chamber of Commerce will provide critical support to Black Entrepreneurs and work with them as they scale their business ideas and bring them to market. With this program, we're looking forward to addressing the unique challenges faced by Black Entrepreneurs and to expand our support for food businesses to a national level."
— Allison Gibson, Program Manager at Spring, leading the Ethnic Food Incubator

The Ethnic Food Incubator launch will take place virtually.

Date: Tuesday, October 20, 2020

Time: 1pm – 2:30pm

Registration: <https://bit.ly/3m4K4eu>

Highlights include:

- Brittany Charlton, Founder of [OhhFoods](#)
- Keith Ippel, Co-founder and CEO at Spring Activator
- Allison Gibson, Program Manager at Spring Activator
- Raven Karjalainen, Program Manager at Raven Luxury Events Inc.
- Lola Kassim, Uber Eats
- David Kornhauser, Corporate Counsel
- Abbass Amarshi, Toronto Public Library
- Program participants
- Many other sponsors and partners

As the national voice of business for Canada's 1.2 million Black Canadians, the Canadian Black Chamber of Commerce is committed to supporting Black-owned businesses post-pandemic and beyond. Working alongside key sponsors including Sobeys's, Retail Council of Canada, Uber Eats & York U, the CBCC is poised to support Black Food Entrepreneurs across the county.

About the Canadian Black Chamber of Commerce: The Canadian Black Chamber of Commerce is a national organization dedicated to empowering and supporting Black Entrepreneurs in Canada.

About Spring Activator: A certified B Corporation®, Spring Activator is a global incubator, accelerator, and advisory firm that empowers entrepreneurs, investors, and entrepreneurial ecosystem builders to change the world through innovation. With its advisory services, it has helped over 70 different incubators, accelerators, foundations, and governments across 5 continents enhance their capacity to maximize impact both in their local communities and globally. Through its impact programs, Spring has helped more than 750 entrepreneurs create 350 companies and raise over \$24M in funding.

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