

Celebrating Social Entrepreneurship at the Buy Good. Feel Good. Expo

Toronto, Ontario – The Buy Good. Feel Good. Expo (BGFG) will be in Toronto and Los Angeles this year, with future plans to expand across the United States. BGFG Expo is North America's largest show dedicated to ethical and sustainable businesses. The Toronto Expo will open to the public on March 28th and 29th at the historic Evergreen Brick Works.

Visitors can shop and interact with over 100 social enterprises and discover new brands that are taking social well-being and environmental sustainability to the next level. With talks, workshops and other educational opportunities planned, visitors will learn about the many layers that define a business that is good for people and the planet.

Women Leading the Social Impact Movement at BGFG Opening Reception

BGFG will be kicking off its 7th edition by celebrating the women who are leading the growing movement of social entrepreneurship at the Opening Reception on March 27th 2020.

More and more, traditional businesses are starting to examine their social and environmental impact, but it has been women who have been leading this movement from the ground up and prioritising impact over profit from the early design phases of their businesses.

At the Opening Reception, guests will hear from three inspiring female entrepreneurs about their journey and the impact they are creating in the world:

Jennifer Harper

Jennifer is the Founder of the Indigenous cosmetics company Cheekbone Cosmetics that is on a mission to empower Indigenous youth.

<https://cheekbonebeauty.ca/>

Treana Peake

Treana is the Founder of the Obakki brand and the Obakki Foundation whose initiatives have impacted over 2 million lives in Africa.

<https://obakkifoundation.org/>

Christal Earle

Christal is the Founder of shoe company Brave Soles who works with artisans in the Dominican Republic to upcycle old tires into shoes while providing a sustainable livelihood.

<https://bravesoles.life/>

About Buy Good. Feel Good. Expo

The Buy Good Feel Good. Expo is the tradeshow for conscious consumers. From fashion and beauty to lifestyle and travel, the Toronto-based Expo is dedicated to inspiring consumers with world-changing products and services. Since 2014 the Expo has promoted sustainable and ethical businesses from across North America and around the world, supporting their growth and connecting them with buyers, retailers and consumers. www.buygoodfeelgood.com @buygoodfeelgood #BGFG2020

“I am amazed at the speed at which the social enterprise movement is growing in Canada and around the world. What started as a grassroots movement promoting wares made by artisans in developing countries is quickly growing into an alternative business model that encompasses most products and services that we need in our daily lives. A new economy exists and it’s time to support it.” - Rafik Riad, Founder of Buy Good. Feel Good.

“The Buy Good. Feel Good. Expo has become a place to network with the right people within the sustainable and ethical consumer goods industry, the depth of discussion with the average attendee is not found in other trade shows! The place becomes a catalyst for great things to happen.” - Julie Francouer, Fairtrade Canada

BGFG 2020 Dates:

March 27th - 29th, 2020

Evergreen Brick Works, 550 Bayview Ave. Toronto, ON M4W 3X8

Registration Links:

Opening Reception: Friday, March 27th, 2020, 5:30 - 9:30pm

<https://bgfg2020openingtoronto.eventbrite.ca>

Public Days: March 28 - 29th, 2020

<https://bgfg2020toronto.eventbrite.ca>

Buyers Registration

<https://bgfg2020buyerstoronto.eventbrite.ca>

Media Registration

<https://bgfg2020mediatoronto.eventbrite.ca>

Media Inquiries

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