

New Brunswick Business Leaders Get “Activated”

A group of 75 business leaders met at a two-day conference in Saint John, New Brunswick, in October 2009. They wanted to take a fresh look at how they could become more deeply involved in poverty reduction. The “Activate” event brought participants into close contact with the realities of living on a low income, and presented them with the facts of New Brunswick poverty. It also inspired them with examples of the anti-poverty work being done by fellow business leaders across the province.

Activate was co-sponsored by the Business Community Anti-Poverty Initiative and the New Brunswick Business Council. It provided an entry for business people into the province-wide engagement process that was the basis of “Overcoming Poverty Together,” New Brunswick’s economic and social inclusion plan, released in November 2009. Read more in this [Caledon community story](#).