

**#ReimagineWPG encourages business to embrace transformation
Winnipeg Chamber launches a new campaign that focuses on local businesses
embracing innovative change during pandemic**

December 10, 2020, WINNIPEG, MB - Change is the only constant. #ReimagineWPG recognizes Winnipeg business owners who have embraced change and in result sparked innovative business plans and achieved unexpected success during the pandemic.

The Winnipeg Chamber of Commerce's (The Chamber) campaign highlights local stories like Ibrahim 'Obby' Khan, Winnipeg restaurateur, and how he embraced change and reimagined his business. On a mission to make it easier for Winnipeggers to support their small business community throughout the pandemic, Khan launched www.goodlocal.ca —an online delivery superstore for all things local.

"I've always viewed change as positive. I'm not one of those guys like 'oh, no! change!' No, I'm like 'bring it on,' said Khan. "Change is good, you grow from change. It pushes your creative side, your work ethic, your mental fortitude. Change only makes you stronger."

Read Obby's story [HERE](#).



Throughout the next few months, The Chamber will be releasing new local stories featuring other Winnipeg businesses who have also embraced change and reimagined their business. They have also created a [Reimagine Resource Hub](#) where the local business community will

find resources, real-life stories, and virtual events to help them embrace change and reimagine the future of their business.

As part of the campaign, local Canadian Filipino artist, Jonato Dalayoan from [4two Design Inc.](#) was commissioned to create a new Portage Avenue mural (located at 259 Portage Avenue). The mural includes local landmarks and is meant to get individuals thinking about how we collectively can rethink, reimagine and reshape our city. Read more on Jonato and the mural [HERE](#).

Tomorrow, The Winnipeg Chamber will be hosting a virtual [Reimagine Your Chamber: Membership Engagement Forum](#). Attendees will have the opportunity to speak directly with Chamber staff and the Board of Directors to provide their feedback on future Chamber advocacy, programming and events.

“It’s because of the support of our Chamber members that we are able to continue to advocate and offer vital resources and programming for our business community,” said Loren Remillard, President and CEO of The Winnipeg Chamber. “This engagement forum is our opportunity to hear from our members to ensure they are continuing to get what they need from their Chamber.”

Breakout sessions will be hosted by the Board of Directors. As a community attendees will discuss potential solutions and opportunities and in turn, influence the next few months and years of Chamber advocacy and programming.

DETAILS:

Friday, December 11, 2020
11:30 a.m. - 1:00 p.m. (CST)

HOW TO JOIN:

Hopin Registration Link: <https://hopin.com/events/reimagine-your-chamber-membership-engagement-forum>

PROGRAM:

11:30 a.m.	Networking and Exhibitor Booths
12:00 p.m.	Program starts
12:00 p.m.	Opening Remarks
12:10 p.m.	Fireside chat with Loren Remillard and Shreeraj Patel
12:25 p.m.	Breakout sessions with Winnipeg Chamber Board Members
1:00 p.m.	Program Ends

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About The Winnipeg Chamber of Commerce:

The Winnipeg Chamber of Commerce uses its position as a community leader, a member business supporter and a public policy influencer to build a city where industry prosperity and community wellness grow.

Media Contact:

Jess Korol
Program & Communications Coordinator
jkorol@winnipeg-chamber.com
204-797-4150