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Press Release

Bossy Mama Launch Brunch plans to be the largest gathering of Edmonton mompreneurs and female entrepreneurs this year

Keynote speakers include PR Guru Jill Lublin and local communication consultant Michelle Devlin

Edmonton, AB. April 18, 2010: Edmonton's premier mompreneur business network will host its largest networking event of the year; the Bossy Mama Launch Brunch. More than 200 female entrepreneurs are expected to attend this inaugural event at the Delta Edmonton South. Leading industry keynote speakers will discuss PR and Communication strategies. Jill Lublin, praised as the modern day Dale Carnegie, will share her proven Guerilla Publicity secrets for how to get media attention, generate visibility and increase market share as well as mastering media interviews. Michelle Devlin, owner of *Seriously Speaking*, will leave guests with tips and techniques for memorable elevator pitch deliveries that will leave your company name remembered and repeated.

About Bossy Mama

Bossy Mama was created by entrepreneur and owner of *Mommy Connections*, Carol McBee. The networking group is the only one of its kind serving Edmonton and area female entrepreneurs. The group has monthly networking events that include expert speakers. Bossy Mama serves as the platform to connect female business owners who are actively balancing the role of mom and the role of entrepreneur and strives to connect, empower and inspire women in Edmonton.

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