

# MEDIA RELEASE

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## Bossy Mama to “Flaunt” Women-owned Edmonton Businesses

Edmonton...[Bossy Mama](#) is kicking off the holiday shopping season with the [Bossy Mama Flaunt](#) on Saturday, **October 23**. The one-day event showcases more than **60 vendors**, all female-owned businesses, from the capital region. There is no cost for guests to attend, though cash and diaper donations to the [Terra - Centre for pregnant & parenting teens](#) are strongly encouraged.

“The demand for space has been unbelievable,” says **Carol McBee, President of Bossy Mama**. “We sold out really quickly and have a wait list of more than 20 other businesses. I think it’s the uniqueness of the event that has attracted people.”

The Bossy Mama Flaunt is a boutique-style tradeshow that offers guests a more sophisticated atmosphere: there is wine tasting throughout the day, gourmet food samples provided by [D'Lish Urban Gourmet](#) (the owner herself a graduate of the Terra Centre), a musical performance by [Kira Hladun](#), and a special lounge by [Pandora](#), featuring a place to sit and try on pieces of jewelry. The first 250 guests through the door receive a reusable tote bag, complete with swag.

The Flaunt takes place at [The Oasis Centre](#) (10930 - 177 St.) from **11 am to 5 pm**. It is a family-friendly trade show, and a Bossy Baby Room will provide a quiet, sound proof refuge from the hustle and bustle of the show. The Bossy Mama Flaunt is presented by [Lexus of Edmonton](#) and sponsored by Pandora and [Mommy Connections](#).

Bossy Mama gives a strong voice to the female business community and strives to encourage more entrepreneurial women to follow their dreams of owning their own businesses. Through monthly networking evenings, as well as large semi-annual events, Bossy Mama is passionate about connecting, empowering and inspiring women in business.

For more information on the **Bossy Mama Flaunt** and to see a complete list of vendors, visit [www.bossumamaflaunt.ca](http://www.bossumamaflaunt.ca).

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