

## Pair of Grande Prairie Businesses Participating in ATB's Crowdfunding Campaign

**Two Grande Prairie businesses, GuardaVent and Talented Solutions, have been approved to participate in a rewards-based crowdfunding campaign through ATB BoostR and ATB's Build Her Business initiative. The campaigns run until March 3<sup>rd</sup>, 2020 and these two locals are putting out the call to fellow Grande Prairians to show their support by boosting or sharing the campaigns.**

**Grande Prairie, Alberta, February 7, 2020 –**

**GuardaVent** is a new product created and owned by Michele McCrea. It is the safe, easy, clean, and most importantly, childproof (and pet proof) alternative to traditional floor vents. Designed by Michele after she was unable to find an inexpensive product that would keep her own kids safe, this revolutionary floor vent cover secures to the sub-floor with two screws on the inside of the vent opening so there is no damage to the flooring. The top of the vent opens and closes on a hinge and has two tabs that when the cover is closed, will clip into the bottom to stay in place. Because there are two tabs that need to be simultaneously pulled to open, only an adult with good hand eye coordination and mature finger dexterity can lift it up. The covers are easy to install and come ready to go with two screws provided.

*"I was on a local FB Mommy page one day and came across a post by a Mom asking how to child proof her vent covers. While reading the comments, it was apparent that this was a real problem for parents. People have had to take their kids and sometimes themselves to the hospital from injuries caused by the covers being removed!"*

In only three (3) days, GuardaVent has reached sixteen (16%) percent of their overall fundraising goal and one of her Boosters is a local Grande Prairie home builder Grande Built Homes who placed a large order so they can begin installing GuardaVent in all their new homes. Part of what she plans to do with the funds raised is take her product to the Las Vegas National Hardware Show Convention in May 2020, where she will have the opportunity to showcase her product to some of North America's largest retailers.

The rewards offered through Michele's campaign are the covers themselves, a discount to shop at an online store dedicated to sustainable living, and a chance to win a \$500 pre-paid Visa card. The Reward costs range from \$12.00 to \$45.00.

For more information visit [www.guardavent.ca](http://www.guardavent.ca)

**Talented Solutions**, owned by Dagny Guy, is a local consulting firm offering cost saving, time saving, and productivity increasing solutions for business including human resources, talent recruitment and virtual administration support. They have been providing service to local businesses as well as businesses throughout Canada since 2018. If you are a business looking to recruit the perfect candidate, a business looking for help with HR policies and procedures, or someone in need of short-term administrative assistance, this is a firm that can help with that and more.

Dagny started her consulting firm from home in 2018 after a long and rewarding career in municipal government. She worked hard, collaborated with many other businesses and built her businesses so quickly that she tripled her revenue in 2019. She has no plans of stopping and hopes that this campaign will help her crush some new goals in 2020.

Dagny is hoping to use the funds raised through the campaign for purchasing new equipment that will allow her to grow her business even more, helping her reach the new goals she set.

The rewards offered through Talented Solutions campaign vary and are suited to be useful to any business large or small. You can purchase a HR consulting package that includes ready to use HR policies and procedures, gift certificates that are worth double what you pay for which can be used towards human resources consulting, virtual administration, or recruitment services, a donation to a scholarship fund for post secondary students working towards a Bachelors degree at an accredited Alberta Institution, or you can purchase a unique message in a bottle from Dagny herself (a real message in a real bottle). A great reward for those who may not need these services right now but still want to contribute is the reward for an entry into a 50/50 draw so you can win up to \$10,000. The reward costs range from \$10 to \$2,499.

For more information visit [www.talentedolutions.ca](http://www.talentedolutions.ca), email [info@talentedolutions.ca](mailto:info@talentedolutions.ca) or phone 780-296-1589.

### **About ATB's Build Her Business**

Providing Albertans with a unique way to support local women entrepreneurs in our province, the Build Her Business campaign is a rewards-based crowdfunding campaign designed specifically for woman to starting and/or growing their businesses. "The crowd" contributes to a specific campaign (or more than one) in exchange for a unique reward. In other words, when you buy a reward, you support a local small business. For the entrepreneurs involved, the campaign provides access to expert advice, role models, and a community of like-minded women looking to start and/or grow their own business ideas. When women are successful, our economy, community and society benefit.

Any media requests for more information about the Build Her Business campaign are welcome and can be directed to our media team at [media@atb.com](mailto:media@atb.com).