

**Niimuudaan recruitment campaign:
A New Mentorship Service for Eeyou Eenou Entrepreneurs**

Val-d'Or, October 8, 2024 - The Secretariat to the Cree Nation Abitibi-Témiscamingue Economic Alliance (SCNATEA), in collaboration with Réseau Mentorat, is thrilled to launch the recruitment campaign for **Niimuudaan**, a culturally adapted mentorship service designed for Eeyou Eenou entrepreneurs.

Niimuudaan was introduced in August this year to support Eeyou Eenou entrepreneurs by recognizing the unique challenges they face and promoting the growth of Cree businesses. Our focus is on the human element behind each business leader, emphasizing the importance of the entrepreneur's well-being in driving positive community impact.

Mentorship: It's About the Entrepreneur, Not the Enterprise

We believe that the positive impact of businesses on their communities primarily depends on the well-being of those who lead them. Mentorship is a human relationship between business leaders, allowing you to:

- Engage with an experienced entrepreneur.
- Increase your confidence to become a change agent.
- Affirm your values and convictions.
- Enhance your well-being.
- Be listened to, without judgment and with respect.
- Be encouraged and inspired.

Join Us – Calling All Experienced and Emerging Entrepreneurs!

We are now actively recruiting experienced business leaders to share voluntarily their experience and support young entrepreneurs. With the guidance of our Eeyou Eenou mentor, Matthew Happyjack, we invite you to become part of this transformative journey. As Matthew Happyjack puts it: "We ask experienced entrepreneurs to join in and become mentors for future entrepreneurs... Small businesses require this program with experienced people who can help them grow professionally and make their communities flourish."

We are also looking for new entrepreneurs from Eeyou Istchee interested in receiving free mentorship. This is a unique opportunity to learn, grow, and make a positive impact in your community.

Become a part of this journey to strengthen our Cree business community through mentorship and collaboration.

How to Get Involved

If you are interested in becoming a mentor or a mentee, please contact:

Geneviève Binette:

Phone: 819-824-9888 #1

Email: genevievebinette@creenation-at.com

About the SCNATEA

SCNATEA is a non-profit organization founded in 2002, whose mission is to promote sustainable ties and socio-economic alliances between the Cree Nation (Eeyou Istchee), James Bay, Abitibi-Témiscamingue and Nunavik, in order to foster harmonious development. To achieve its mission, SCNATEA relies on the following financial partners: Ville de Val-d'Or, Ville d'Amos, Ville de Rouyn-Noranda and Canada Economic Development for Quebec regions.

<https://creenation-at.com>

-30-

For an interview with Matthew Happyjack contact:

Secretariat to the Cree Nation Abitibi-Témiscamingue Economic Alliance (SCNATEA)

Geneviève Binette

Projects and communications Coordinator

819-824-9888 #1

genevievebinette@creenation-at.com