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Celebrating women entrepreneurs for International Women?s Day

On March 8, the Dufferin Board of Trade proudly celebrated the many incredible women in business. International Women's Day is a time to recognize the progress made toward equality, honour the achievements of women, and acknowledge the challenges that still exist.

In my role, I've been fortunate to meet many inspiring women ? leaders, innovators, and changemakers, who are shaping our community.

One moment that has stayed with me was during last year's Business Excellence Awards.

An award recipient reflected on her journey, saying, ?The little girl I used to be would be so proud of the woman I've become.? That powerful sentiment is something I remind myself of often, and I hope every woman? whether just starting out or years into her career ? takes a moment to do the same.

One day, you'll look back on all the things the world told you women can't do and proudly say, ?I did it!?

While times are changing, we must not let the celebration of International Women's Day fade. This day was created to honour the social, economic, cultural, and political achievements of women and to continue advocating for gender equality.

This year's theme, ?Accelerate Action,? according to the International Women's Day website, reminds us that without proactive efforts, it could take generations ? not just decades ? to achieve true gender parity.

The call to action is clear: let's work together to create change now.

So today, and every day, celebrate the women in your life.

A great way to show your support is by shopping at women-owned businesses. Did you know Dufferin Board of Trade has a Women-Owned Business Directory? Explore it on our website, www.dufferinbot.ca, and find amazing local businesses to support.

Let's keep the momentum going ? Shop local, Shop Canadian and Shop Dufferin!