



# NEWS RELEASE

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**FOR IMMEDIATE RELEASE:** Thursday, April 30, 2021

## **Township's New Online Supports for Business Resilience and Growth**

**Langley, BC** – Consumer shopping habits and behaviour are changing, with ever-increasing expectations for online shopping convenience that equally meet consumer health and safety, social, and environmental values. To help businesses in the Township continue to thrive, new practical resources are now available free-of-charge to support business resilience and growth.

In cooperation with BC-based business incubator and accelerator, Spring Activator, the new online Langley Business Resilience Program offers a platform of tangible tools, training, and techniques to increase business efficiencies, start and grow digital marketing, increase customer loyalty, strength business leadership, and much more. Registration is required; visit [invest.tol.ca/resilience](https://invest.tol.ca/resilience).

Registrants who complete the program are also eligible to apply to Spring Activator's Launch Challenge. The winner will receive a \$10,000 grant to launch a new business or product/service offering, or an existing product/service in a new market. Applications are open until Wednesday, June 30, 2021.

A three-part online bootcamp series, Mastering Online Growth, is also available to Township businesses free-of-charge; registration is required. The Bootcamp connects business owners with business experts in 90-minute sessions targeted to grow business eCommerce, excel in digital marketing, and increase online sales. Register today for one or all webinars. The first webinar on eCommerce is being hosted on Wednesday, May 5, followed by digital marketing on Wednesday, May 19, and online sales on Wednesday, June 2.

Increase your business resiliency and growth by registering for the Langley Business Resilience Program and the three-part Mastering Online Growth bootcamp, at [invest.tol.ca/resilience](https://invest.tol.ca/resilience).

The Township of Langley is creating opportunities for business and the community to succeed. The Economic Investment and Development team is here to help businesses explore, experience, and excel in the Township. Businesses can contact the EID team at [invest@tol.ca](mailto:invest@tol.ca) or 604.533.6084.

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**Media inquiries** on this or other Township of Langley topics can be submitted at: [tol.ca/mediainquiries](https://tol.ca/mediainquiries).

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