



NEWS RELEASE

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Launch of WBCentral.biz - One Central Spot for Business Recovery Resources

Fort McMurray, AB – Community Futures Wood Buffalo (CFWB), Fort McMurray Chamber of Commerce (FMCoC), Fort McMurray Construction Association (FMCA), Northeastern Alberta Aboriginal Business Association (NAABA) and Wood Buffalo Economic Development Corporation (WBEDC) have partnered to create a central business support portal: WBCentral.biz.

Wood Buffalo businesses are facing extreme challenges with COVID-19, the Flood and an economic downturn. Finding the information, resources and supports available can be overwhelming and hard for businesses to navigate.

“We heard these challenges and wanted to make it easier on businesses to find the resources and supports that they need, so we teamed up to create one central location,” says Nick Sanders, Executive Director of the Fort McMurray Chamber of Commerce. “WBCentral.biz houses federal, provincial and local resources all in one spot; specific and relevant to our region’s unique circumstances.”

WBCentral.biz curates all the COVID and Flood business resources in one location to help businesses navigate through these crises. The portal is the central source of information for all local programs and initiatives actioned by the Business Recovery Task Force.

“WBCentral.biz is a community collaboration - we encourage our business community to share feedback and resources that will help add value for other businesses,” says Keith Plowman, President of the Fort McMurray Construction Association. “We are navigating this recovery together, and that is our strength.”

As we move through the crises, the portal will be continually updated with new information. Local businesses are encouraged to visit the portal regularly.

Visit www.WBCentral.biz to explore the portal.

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Portal questions? Please e-mail info@wbcentral.biz for support navigating the site.

Have a resource you want to share? Please submit it using the Resource Submission link on www.WBCentral.biz.

About WBCentral.biz | www.WBCentral.biz

WBCentral.biz is our region’s central business support portal. Our portal is a knowledge directory designed to make finding business recovery information relevant to our region as quick and easy as possible. WB Central is a Business Recovery Task Force initiative collaboratively implemented between a team of organizations that support businesses in our region: CFWB, FMCoC, FMCA, NAABA and WBEDC.



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