



***Pictou County Regional Enterprise Network (PCREN) expands business support services;  
Introduces Virtual Adviser Program***

(Pictou County, NS) - In an effort to further assist Pictou County companies adjusting to the impacts of COVID-19, the PCREN has expanded its business support services by introducing a new Virtual Adviser Program.

Powered by On-Demand Talent Platform BoomersPlus, this free program will match qualified Pictou County companies with a seasoned Adviser to help their business manage and recover from COVID-19. Virtual Advisers are experienced professionals from across Canada representing a full range of disciplines, industries and environments, willing to share their lessons learned.

"We know that local businesses have experienced an unprecedented level of change and uncertainty in recent months, and we are excited to make this type of personalized support available. Selected businesses will be matched to talented and experienced Business Advisers from across the country," says Sarah MacIntosh-Wiseman, CEO of the PCREN. "We are confident that these connections will result in effective, tangible solutions to help our local businesses move forward successfully."

**Businesses can apply on the PCREN website - [pictoucounty.com/advisorprogram/](https://pictoucounty.com/advisorprogram/) Applications will be reviewed by PCREN staff. There are a limited number of spots available in the program, so businesses are encouraged to apply before July 15<sup>th</sup>. If accepted, businesses will be matched with a Virtual Adviser from a network of thousands of professionals based on the business need or challenge. On a mutually agreed schedule, the businesses will meet virtually with their business adviser to discuss the challenges and find potential solutions.**

"The Virtual Adviser Program is a natural evolution of our mandate – to help organizations and communities leverage the wisdom and experience of seasoned professionals. We are excited to partner with the Nova Scotia RENS to help small businesses struggling through the challenging economic environment created by the COVID-19 crisis, said Kevin MacIntyre, VP, Marketing, BoomersPlus. "

Participants will have access to four to six calls over a two to three-month period, with the potential for an extension. To participate, businesses must be located in Pictou County and able to complete four to six phone calls with an adviser along with any follow-up work necessary for the duration of the program.

The PCREN is launching this program in partnership with the Nova Scotia Regional Enterprise Network (NS REN). Regional Enterprise Networks lead a collaborative approach to economic development and supporting business growth. To learn more, visit <https://nsrens.ca/>

To learn more about BoomersPlus, visit [www.boomersplus.com](https://www.boomersplus.com)