



Saint John Board of Trade

Making It Happen For Business



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Mission Statement

To contribute to a productive economic environment for business in Saint John. To provide encouragement, assistance and guidance for established enterprises, or those aspiring to become established in business

NEWS RELEASE

Saint John Board of Trade announces recipient of 2009 “Big Heart Award”

November 5, 2009

SAINT JOHN, NB – The Saint John Board of Trade is very pleased to announce the recipient for the **Outstanding Business Achievement “Big Heart Award”** category. The 25th annual awards dinner and presentations will take place at 7:00 p.m. on Wednesday, November 25th at the Saint John Trade and Convention Centre.

The Big Heart Award, established in 2003, recognizes those who are working to make this community a better place to live through their support of charitable or other community causes. This award is open to non-profit or charitable organizations, or to companies for their support (through time and money) of those organizations.

The independent judging panel has selected **Key Industries** as this year’s recipient of the Big Heart Award.

For over 35 years Key Industries has been devoted to helping adults with intellectual disabilities in the Greater Saint John area meet the challenges of daily living while preparing them to live their lives to the fullest.

Key Industries came into being when members of the Saint John and Lancaster Kiwanis Clubs recognized the need for a facility that could provide certain types of training to adults with developmental disabilities. Key Industries opened in 1974 with an initial clientele of 21. Today Key Industries has a dedicated staff of forty serving 116 clients and, since 1981, has operated a promotional products company with customers throughout New Brunswick and in Ontario. The agency also sponsors the Kiwanis Aktion Club whose members, a once devalued population, enjoy the camaraderie of a service club and participate in community fundraising events.

By providing life skills training, community involvement, work-related activities and human support, Key Industries strives to increase the independence, self-esteem and personal development of individuals living with a disability. All aspects of this process are fuelled by a profound respect for individual dignity and commitment to empowerment.

A fitting recipient of the Big Heart award, Key Industries impacts the whole community by making a difference in people's lives with compassion, knowledge, love and empathy.

Previous recipients of the Big Heart Award were The Greater Saint John Community Foundation in 2003, the Irving companies in 2004, The United Way of Greater Saint John in 2005, the Saint John YM-YWCA in 2006, the Carpenters Training Centre in 2007, and Canaport LNG in 2008.

The Saint John Board of Trade is a nationally accredited business organization dedicated to fostering an economic climate that enhances growth, prosperity, and an improved quality of life in the community. With more than 1,000 members, representing 600 small, medium, and large businesses and organizations and therefore, the interests of more than 30,000 citizens, the Board is a dynamic advocate and the principal voice for the business community of Greater Saint John. It offers a variety of programs, activities, services, and networking opportunities designed to enhance the business prospects of members and the overall business climate of the area.