



Your Prosperity is Our Business
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News Release

For Immediate Release

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TIANB Partners with Staples Business Advantage.

Fredericton, NB - July 16, 2019. - The Tourism Industry Association of New Brunswick (TIANB) introduced today Staples Business Advantage (SBA) as their new Preferred Partner of Office and Business supplies for TIANB members who can now start saving on all their office supply needs.

“TIANB is committed to finding new partnerships that offer exclusive programs that can help reduce business operating costs for our members. In a recent provincial information session, 61 percent of our members asked TIANB to continue to look for ways to help lower their overall operating costs. TIANB is delivering on its commitment to foster prosperity for its members through industry growth and takes great pleasure in announcing the start of a new collaboration with SBA.” said President and CEO, Carol Alderdice.

Staples Business Advantage offers:

- **Office Products**
- **Janitorial Supplies (including amenities)**
- **Tech Products**
- **Print and Promotional**
- **Furniture**

“We are thrilled to partner with TIANB. Having been a small business owner myself, I know that it’s difficult finding areas to cut costs. So, I understand the day to day struggles business owners have, and I’m pleased to be working with TIANB to offer the tools and resources to ensure your businesses are successful for many years ahead”, said Brenda McQuinn, Staples Business Manager.

This business to business member benefit is available at no cost to all TIANB members. We are confident that our members will be satisfied with the support SBA can offer.

“Your business is important to you - and your prosperity is important to TIANB”, says Alderdice.

As a member of TIANB you are automatically an SBA Premium Member and you are signing on to be a valued partner. SBA is committed to helping your business grow and thrive by offering the best pricing in the marketplace. SBA will help you reduce those soft costs by helping you streamline your order processes, consolidate your orders, and most importantly reduce your overall costs.

For additional information on what SBA can offer you contact Shelley Munn @ 506-458-5646 – email – shelley@tianb.com or Brenda McQuinn @ 506-512-1889 – email – brenda.mquinn@staples.com

About the Tourism Industry Association of New Brunswick

The tourism industry in New Brunswick supports over 42,000 employees and represents close to 9% of the province’s labour force. Visitors spend roughly \$1.3 billion dollars in New Brunswick. Tourism contributes more than \$520 million annually to the provincial GDP. The tourism share of provincial GDP ranks with the combined share of agriculture, forestry and fishery in New Brunswick’s economy.