

# CONNECTIONS

PICTOU COUNTY CHAMBER OF  
COMMERCE



## BUSINESS UNUSUAL HAS NATIONAL REACH



Janelle Clyke

Janelle's Upcycled and New Fashions

The Chamber's live streamed Business Unusual event January 28 was amazing, featuring the resilience of front line workers, health care professionals and twelve local businesses, organizations and individuals who stood up for our communities during the darkest days of the pandemic.

It is estimated that over 1,500 have viewed the event online, including people from across Canada who were able to interact with the event committee during the 1.5 hour streaming.

Jack Kyte Chamber Executive Director said the Chamber Board of Directors and the volunteer planning committee members were overwhelmed by the response.

"No one had done this before", he said. "The pandemic has forced all of us to try new ways of doing things so we turned to technology and the talents of community based videographers to help us make it happen."

The unique event showcased the versatility of the deCoste Performing Arts Centre and demonstrated how technology can be used to support performing arts during difficult times. Our sincere thanks to our dedicated planning committee Troy Greencorn, Nicole LeBlanc, Michelle Ferris, Jamie Playfair, Tristin Mabey, Jackie Jardine, Heidi Sinclair and Jennifer MacLellan.

To view the event, go to: <https://bit.ly/3ducH3w>

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