

CELEBRATING MANITOBA'S PEOPLES

A resource newsletter built for busy business leaders by an agency that works with pretty awesome ones.

Manitoba is a true mosaic of cultures and ethnicities, and this month provides great opportunities to celebrate and honour three in particular:

- **Louis Riel Day** holds deep cultural and historical meaning for the Métis Nation and all of us here in Manitoba.
- **Black History Month** honours the contributions of Black Canadians to our society. Discover a new business to support from **Black Owned Manitoba's business directory**.
- The iconic **Festival du Voyageur**, running February 17 to 26, celebrates Manitoba's Francophonie in a fur-trading voyageur-inspired winter extravaganza.

For now, fill up your favourite mug and enjoy our hand-picked stories for this February.



Multilingual Marketing

Incorporating other languages into your marketing can help you reach new audiences at home and abroad. But how do we make sure our messages still strike the right chords? Read up on multilingual marketing done right.

[Read More](#)



Festival du Voyageur 2023

Watch graphic designer Raïssa Bado, the artist behind the logo for this year's edition of Festival du Voyageur, explain the inspirations behind the new design.

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Boots and Culture

Find out how Indigenous footwear company Manitobah is pushing hard for growth while staying true to its roots with this interview of its founder Métis entrepreneur Sean McCormick and CEO Greg Tunney.

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Black History in Canada

Learn about notable Black Canadians, Black Canadian women's organizations, the history of Black people in Canada, and get social images to celebrate on the Government of Canada's Black History Month landing page.

[***Read More***](#)

What Caught Our Attention

[***Black Owned Manitoba's directory of businesses***](#)

[***5 Black Manitobans who made a mark on our province***](#)

[***10 graphics on the Prairies' Black population***](#)

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