

Ottawa Board of Trade Announces New Partnership with Tiger Lily Marketing

For Immediate Release – July 15, 2020 – Ottawa Board of Trade (OBoT) CEO Sueling Ching is pleased to announce a new partnership with Tiger Lily Marketing to ramp up organizational communications and provide additional support for businesses impacted by COVID-19. Tiger Lily Marketing is a strategic alliance of seasoned entrepreneurs founded by Kimothy Walker, whose members include senior associate Andrée Paige.

Ching says, “The pandemic has intensified our role as the Voice of Business for Ottawa. In the last four months, we have mobilized several policy councils to advance the most critical and emerging priorities of local businesses. We continue to work closely with the Ontario and Canadian Chambers of Commerce, the Canadian Cities Global Council as well as representatives from all levels of government to inform program and relief strategies.”

“The Ottawa Board of Trade focus is now on economic recovery for our businesses and our community. Rapidly evolving issues, programs, information and decisions and accounting for the diversity of every business situation amid the uncertainty of the pandemic was complicated. However, the recovery will be even more complicated. The upcoming decisions and priorities will be long lasting. It is critical we get it right,” Ching adds.

Walker says, “As we consider what is next for Ottawa, OBoT is continuing its high level of collaboration experienced during the peak of the crisis; with businesses, economic stakeholders and government officials. OBoT’s strategy will include tactical support for businesses to adapt and grow while ensuring its advocacy work promotes a competitive business environment during COVID-19. That is why we became a community partner.”

“We are thrilled to align with Sueling’s leadership and passion to support businesses that are pivoting or rebuilding. As a long-time member of OBoT and with Tiger Lily Marketing participating in the COVID-19 emergency councils, I have a profound respect for OBoT’s history of empowering businesses. The next stage for Ottawa is an opportunity to help businesses get stronger together and we are excited to be part of it,” says Paige.

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The [Ottawa Board of Trade](#) is a non-partisan, non-profit, independent organization with a mission to create prosperity through advocacy, collaboration and leadership. It represents the interests of all businesses in the Ottawa region to drive economic growth and community well-being.

About [Tiger Lily Marketing](#): Led by Kimothy Walker, Tiger Lily Marketing is a strategic alliance of successful business leaders offering a full suite of integrated marketing and communications services to CEOs, presidents and their executive teams across Canada and around the world.

For more information:

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