

MYBABBO**SHEEO TOP TEN****TRACY ROSSETTI, CEO**

Tracy Rossetti, Chief Celebration Officer and Founder of MyBabbo, has been selected as one of Canada's top 10 SheEOs for 2014. SheEO is a program that mentors, guides and accelerates the next generation of women-led ventures on their own terms.

SheEOs are women who leverage their passion and strengths to create businesses that build new models, new mindsets, and new solutions for a better world. In the distributed, networked, peer-to-peer collaborative world we are entering, it is the CMEs – creators, makers and entrepreneurs – that are the fuel that gets us to a better future.

As a selected member of the 2014 SheEO cohort, MyBabbo received investment funding from a pool of \$50,000. In addition to the financial backing, each recipient received business mentorship from industry leaders and access to an investment network. Tracy Rossetti shared her gratitude for this organization and how these connections and insights have already propelled her business and her leadership.

Founder of SheEO Vicki Saunders shares, "We are at a moment in history that is simply breathtaking. A quick look out the window and it's clear that we need to redefine, redesign, and recreate almost every aspect of society"

To celebrate the SheEO movement and kick off fundraising efforts to support a global expansion this fall, SheEO hosted their very first event "SheEO Purple Carpet Premiere" at the Berkeley Church hosted by Kim Parlee on Monday, May 26th, 2014. The evening

brought together 400 guests including 80 of the next generation of female entrepreneurs, angel investors, entrepreneurs, Corporate Canada and Canadian talent. During the evening they celebrated women who have done it their own way including: Valerie Fox, Gerry Mabin, Silken Laumann, Oriah Mountain Dreamer, and Victoria Sopik.

Included in the speaking line-up, representing the 2014 cohort was our very own, Tracy Rossetti. Tracy touched on two themes from her experience – STORY and GRATITUDE. Tracy shared part of the MyBabbo story and how the business was born out of a personal loss of both her father-in-law "Babbo" and her cousin. She would have never guessed that one photo book of her cousin, would have led to 55 requests from other family members over the next five months. During Tracy's closing remarks she expressed her sincere gratitude for the SheEO program as well as the funeral service professionals who have supported her endeavours.

MyBabbo's tag line is EVERY STORY MATTERS and this is where her passion lies. The team at MyBabbo believe we all have a story, an important one that helps us connect deeper with ourselves, each other and our world.

Tracy, in a very short amount of time has seeded the beginnings of a successful company that is rooted in authenticity, passion and providing meaning in our lives. As a proud SheEO of MyBabbo, she has helped redefine business success.