



Sherry Martell and Tanya Dondale of Bountiful Bra Boutique recently visited with the local breast cancer support group Hope Chest which meets monthly on the third Thursday at the Lions Club in Truro. For more information contact normatulk@hotmail.com

Truro Bra Boutique Creates Supportive, Uplifting Experience for women of all sizes

TRURO -Truro business owner Sherry Martell was recently recognized as one of Atlantic Canada's top 25 Most Powerful Women in Business during a gala event held in St. John's, NL, hosted by Atlantic Business Magazine.

Martell, who founded Bountiful Bra Boutique in Truro, was one of 200 women nominated for this award which celebrates business women of influence who live and work in Atlantic Canada. She was recognized as a changemaker, enthusiastic supporter of community initiatives and an advocate dedicated to making space for other women to find and embrace their personal strengths.

"It was a very humbling experience to be included in such a talented group of my peers," said Martell. "It was truly inspiring to be in the presence of these incredible women."

After launching the business in the summer of 2022, Martell opened her first storefront location in October.

She started with a small inventory of just a few styles growing it each week as customers provided valuable feed-

back on what they were looking to purchase.

Today, the Boutique is one of the largest lingerie stores in Atlantic Canada with many types of bras, swimwear, mastectomy supplies and lingerie.

Martell said family support has been front and centre of her success with her sister Tanya Dondale and sister-in-law Amy Patriquin forming the management team focused on creating a welcoming, safe, comfortable space for women to find support in many forms.

"I believe my success has been a direct result in building a strong team around me. I often say, 'I don't need to know everything, I just need to know the people who do.'"

"This has carried me a great distance as I have built a reputation as a woman of action allowing me access to an entire network of contacts from coast to coast. I surround myself with people with vision, that are like-minded who believe that small positive steps can change the world."

The Boutique recently expanded by moving to a larger space located at 8 Esplanade Street in Truro. The business

carries a wide range of sizes from A to P cups and size 28 to 58 bands.

Martell said supporting local is one of her key values with the majority of her suppliers from Canada, many of which are female-founded companies.

She said every woman has a story about bra shopping and many find the activity stressful and unpleasant, a mindset they are trying to change.

"I think most of all, I'd like to say our secret to success is kindness. Recognizing the needs of our community and caring about finding solutions," said Martell.

The Boutique has offered in-home service, has a seamstress on staff that customizes garments for those needing a product the market may not have readily available to match their ability, and make appointments available for people with social anxiety to shop privately.

"We are collaborating with medical teams, support groups and oncology staff at medical centres in Central Nova Scotia offering education on post-surgery products to support the needs of women," said the business owner. "We have created a greater awareness of a woman's ability to self-refer for mammograms at age 40. We can say without a doubt it has saved lives with customers telling us because we empowered them with that knowledge, their cancer was detected early and treatments were provided."



Tanya Dondale, general manager of Bountiful Bra Boutique, prepares a display on the feature wall of the boutique that expanded into a new location in late February. The business is focused on providing a welcoming environment for women to find support.



Nicole Johnson Morrison, left, Associate Deputy Minister, Dept. of Opportunities and Social Development and the Status of Women, Government of Nova Scotia (2021 award winner) was a panelist at a power breakfast attended by sponsors and award recipient Sherry Martell, on March 6 in St. John's, NL.



Jocelyn Perry, left, Executive Vice President and Chief Financial Officer, Fortis Inc., presents Sherry Martell, owner of Bountiful Bra Boutique with a Top 25 Women in Business in Atlantic Canada award named an "Edwina" during a gala celebration in St. John's, NL in March.

Five Areas Proposed for Offshore Wind Farms

Identifying suitable areas for offshore wind farms is the next step to safely develop this new clean-energy industry that will create jobs and provide long-term energy security for Nova Scotia.

Working with federal partners, the Province is proposing five wind energy areas for designation after a regional assessment of offshore wind: French Bank, Middle Bank, Sable Island Bank, Sydney Bight and Western/Emerald Bank.

Nova Scotians are welcome to provide feedback on the proposed wind energy areas by April 14. More information is available at: <https://novascotia.ca/offshore-wind-energy-areas-engagement/>

Later this year, after areas are designated, the Canada-Nova Scotia Offshore Energy Regulator will manage a competitive licensing process for developing wind farms. The process will include identifying specific parcels within wind energy areas for development.

The federal and provincial

governments jointly manage Nova Scotia's offshore through the Canada-Nova Scotia accord acts. The governments do this work in regular communication with the Mi'kmaq, fishers, developers, communities and other important partners.

The regional assessment identified eight potential areas for offshore wind development; after further review, the governments shortlisted five to proceed as wind energy areas.



Mothers Day Event

Sunday May 11th
10am till 4pm

Daffodil Walk, Live Music, Food Truck, Perennials, Shrubs, Hanging Baskets and Summer Bedding Plants




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Office: 902-893-7500
791 Prince St, Truro NS B2N 1G7



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