



T 604 681 4437
E info@atira.bc.ca
www.atira.bc.ca

#201 - 190 Alexander St
Vancouver, BC V6A 1B5



A Perfect Fit: Atira Women's Arts Society Purchases East Van Roasters

Unceded territory of the x̱məθkwəy̱əm (Musqueam), Sḵw̱wú7mesh (Squamish) and Səl̓ílwətaʔ/Selilwitulh (Tsleil-Waututh) Nations (Vancouver, BC) – March 8th, 2022, International Women's Day

East Van Roasters is returning to its roots.

This award winning and innovative bean-to-bar and coffee roasting social enterprise was purchased on March 8th by Atira Women's Arts Society.

Initially launched by PHS Society in April 2012, East Van Roasters (EVR) is the vision of Chocolatier Shelley Bolton and in addition to producing sinfully delicious artisanal chocolates and coffee had, as its original focus, the provision of peer employment opportunities for women living at the Rainier Hotel in Vancouver's Gastown neighbourhood.

"East Van Roasters' mission has always been to create and provide meaningful employment opportunities in a dignified and compassionate work environment for women living in the DTES," says Shelley Bolton, Executive Director, EVR. "Coming under the umbrella of Atira is a dream come true and I am overjoyed to work with Atira and our community partners to move EVR into a bright and robust future, supporting women through mentorship and meaningful work."

"For me, it has always been a point of integrity that the products we provide directly support and empower women in the DTES, as well as at source," says Head Chocolatier Gizelle Pare. "We are thrilled to resume our place under women's leadership and the opportunity to thrive and realize the potential that we've always known East Van Roasters is capable of."

Atira Women's Arts Society is a not-for-profit organization committed to providing economic opportunities for women through the teaching, making and selling of art and crafts. It's current social enterprise, Enterprising Women Making Art (EWMA), was launched in 2003 as a development initiative of Atira Women's Resource Society. It is focused on supporting women in Vancouver's Downtown Eastside to work together and support each other to develop an alternative form of business or employment that is grounded in women's needs and realities.

"East Van Roasters is a perfect partner for Enterprising Women Making Art," says Janice Abbott, Director and CEO of Atira Women's Arts Society. "It provides an opportunity to expand employment options to women in the community, as well as increases the potential for long-term sustainability for both social enterprises. We couldn't be more delighted about this development."

Atira and EVR owe a debt of gratitude to multiple community partners who supported this process.

For more information please contact:

Janice Abbott
CEO, Atira Women's Arts Society

Shelley Bolton
Executive Director, East Van Roasters

Media@atira.bc.ca
604-818-4933