

**lunapads****Lunapads co-founder receives Wendy McDonald honour for Entrepreneurial Innovation**

Vancouver BC - Vancouver social entrepreneur Madeleine Shaw has been announced as the recipient of the inaugural Vancouver Board of Trade Wendy McDonald award in the category of Entrepreneurial Innovation. The award will be presented at a Women's Leadership Circle lunch keynoted by Dr. K. Kellie Leitch, Canada's Minister of Labour and Minister of Status of Women on April 8th, 2015.

Wendy McDonald was an indomitable force in Canadian business and a pioneer of women in leadership. Formerly the President of BC Bearing Engineers Ltd., under her leadership the company became a sought-after international competitor in the industry. She became the Board of Trade's first female chair in 1990.

Shaw started her first venture in 1993, and in 1994 attended the BCIT Venture Program, where McDonald herself gave the graduating class address. "She was such a powerful presence. If she hadn't been wearing an outrageous pink suit, I would have been intimidated!" Shaw remembers. With a cash prize in hand for writing one of the top 3 most promising business plans for Lunapads, her line of eco-friendly feminine products, she opened up a small boutique and garment manufacturing business in Yaletown, alongside expanding Lunapads sales to health food stores across Canada.

In 1999 Shaw had decided to dedicate herself full-time to developing Lunapads when she had the good fortune to meet her future business partner, Suzanne Siemens, a seasoned business strategist and CA. The pair shared a powerful interest in using business tools to achieve social change ends and decided to team their diverse skills, to great effect: thanks to Lunapads, over 2 million disposable products are diverted from landfills every month. The company employs 10 people at its East Vancouver location, and does business in 40 countries.

Since 2000, Shaw and Siemens have been deeply engaged in supporting girls' education in the developing world by providing them with personal hygiene supplies, a practice which to date has impacted over 300,000 girls in 17 countries. Since 2008, the pair have mentored AFRIPads, a Ugandan pad making venture modeled on Lunapads. Today AFRIPads employs 150 people (mostly women) and in 2013, Lunapads became a shareholder of this award-winning social enterprise. Lunapads' activities expanded in 2014 to launch of G Day, a national rite of passage celebration series for adolescent girls.

Past Awards

In 2011 Lunapads was chosen as a top-20 Innovator by BCBusiness magazine. In 2013 Lunapads was the recipient of the Lower Mainland BBB Award for Best Green Business and the Small Business BC Best Community Impact Award.

About Lunapads: A Vancouver-based manufacturer and e-retailer, Lunapads is a certified Benefit Corporation (or BCorp) that has been a leading social business for over two decades. Specializing in healthy alternatives to disposable pads and tampons, Lunapads.com offers an innovative collection of sustainable, mostly locally produced, personal care products.