

# FINCA Canada Announces Chloe Wilde as an Ambassador

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**Toronto, ON (June 12, 2018)** – FINCA Canada, a microfinance charitable organization, announced today the naming of Chloe Wilde as the organization’s national ambassador in Canada. This partnership will see Wilde advocate for women’s empowerment and financial inclusion.

Wilde, a reporter for CTV’s ‘Etalk’ – Canada’s popular entertainment show, as well as ‘E! Canada’, will work alongside FINCA Canada to raise public awareness for the organization’s mission and help mobilize resources to support FINCA’s efforts to decrease poverty, empower women and grow financial inclusion worldwide. Recently, Wilde returned from a trip to Cap-Haitien, Haiti where she met with FINCA clients and witnessed firsthand the vital role of financial services in empowering women entrepreneurs.

“Advancing gender equality and empowering women economically is central to each of the 17 Sustainable Development Goals, and could add trillions to our global growth, and yet few people are talking about it” says Stephanie Emond, Executive Director, FINCA Canada. “With Chloe lending her voice to our courageous clients and to our mission, FINCA will be able to change individual lives, while creating a brighter future for everyone.”

For more than thirty years, FINCA has been a catalyst for women’s empowerment and financial inclusion of poor and marginalized individuals. FINCA believes in delivering a sustainable approach that empowers people—women in particular—to pursue and achieve their dreams. These often include starting or expanding a business, saving for a child’s education, paying for health care or saving for the future.

However, a lack of access to capital can limit a woman’s ability to pursue her goals. With microfinance loans from FINCA, poor entrepreneurs can get the financial support they need to build and grow their businesses. As their businesses expand and generate profits, their self-confidence grows, their family’s health improves, and they can send their children to school—thus transforming the community.

“Every woman should have the opportunity to pursue her dreams and to create her own path in life,” says Wilde. “With FINCA, these women have that opportunity. I am humbled and inspired to serve as an ambassador for FINCA Canada, working together to catalyze greater opportunity for low-income women to achieve their goals, provide for their families and thrive.”

Wilde has a passion for empowering women and is constantly leveraging her voice to improve the world around her. She recently re-launched her Healthy Is Hot website and content channels, which serves as a platform to inspire individuals to be their best-selves through shared stories about fitness, nutrition, wellness, career and travel.

Chloe has an ability to connect with people almost instantly on any level, whether she is interviewing some of the entertainment world's top celebrities or speaking with the local community in Toronto. If the topics are serious in nature or require a humorous approach, Chloe has always been able to keep viewers engaged. She has interviewed some of the biggest names in pop culture; Joan Rivers, Kings of Leon, Daniel Radcliffe, 50 Cent, Jake Gyllenhaal, and Julianne Moore, just to name a few.

### **About FINCA Canada**

FINCA Canada's mission is to alleviate poverty through lasting solutions that help people—women in particular—build assets, create jobs and raise their standard of living. FINCA Canada is a charitable partner organization of FINCA Impact Finance, a global network of 20 community-based microfinance institutions and banks that provide socially-responsible financial services to enable low-income individuals and communities to invest in their futures. In addition to promoting financial inclusion, FINCA Canada supports programs that address pressing social issues like clean energy, water and sanitation, healthcare and nutrition. For more information, visit [www.FINCACanada.org](http://www.FINCACanada.org) or follow us on Twitter [@FINCACanada](https://twitter.com/FINCACanada) or Instagram [@FINCA.Canada](https://www.instagram.com/FINCA.Canada).

### **For more information on Chloe Wilde**

**Website:** [www.healthyishott.com](http://www.healthyishott.com)

**Facebook:** [@TheChloeWilde](https://www.facebook.com/TheChloeWilde) | [@healthyishott](https://www.facebook.com/healthyishott)

**Twitter:** [@TheChloeWilde](https://twitter.com/TheChloeWilde) | [@healthyishott](https://twitter.com/healthyishott)

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