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## **Local Calgary Business Owner Lori Bacon Amongst Winners of 2010 Award for Entrepreneurial Women**

**Calgary, AB** - Lori Bacon, President and Owner of **Swimco**, has been chosen from hundreds of nominees as one of the [2010 winners](#) of the **Enterprising Women of the Year Award**, presented by **Enterprising Women magazine**.

[Enterprising Women](#) is a national magazine for female business owners. Its mission is to reflect and amplify the voices of entrepreneurial women, to share their stories of risk and success, and to celebrate their triumphs while cultivating role models and mentors for tomorrow's female leaders.

Winners and finalists for the award will be recognized at a gala dinner held in their honour during the **8<sup>th</sup> Annual Enterprising Women of the Year Awards Celebration**, March 17-19, 2010 at the Marriott Doral Gold Resort & Spa in Miami, FL.

Bacon was nominated and won based on the financial success of her business, her commitment to mentoring and giving back to support other women in business, and the leadership she has shown in her community.

*"I'm very excited and honoured to have been selected as an Enterprising Women winner," says Bacon. "It was fun to share the [Swimco Story](#) and for it to be recognized as award-worthy amongst so many other women-led North American companies."*

The award is given out to a range of winners each year and aims to honour the top female business owners across the United States and Canada. There are three categories for the award, based on the size of the business and six to eight winners in each category. Bacon was one of only two Canadians to receive the award.

*"I'm proud to say that Swimco's long-standing tradition of instilling confidence in women by fitting them in swimwear that makes them look and feel their best really resonated with the selection committee," says Bacon. "It's wonderful to be recognized for something that we do for women every day."*

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Swimco was founded in 1975 by Bacon's mother, Corinne Forseth. It began as a home-based mail order business catering to swim clubs and life guards. Through the 1980s, Bacon and her family grew the business into Western Canada's premiere swimwear retail chain.

Swimco has [13 stores](#) and offers a wide selection of swimwear for men and women year round. The company employs over 150 people, with its head office in Calgary, Alberta. For further information visit [www.swimco.com](http://www.swimco.com). Download a high-resolution photo of Lori Bacon by clicking [here](#).

Enterprising Women is available in print and online versions. For further information visit [www.enterprisingwomen.com](http://www.enterprisingwomen.com).