



## FOR IMMEDIATE RELEASE



### Uptown Saint John BIA Becomes First Rainbow Registered BIA in New Brunswick

Saint John, NB — August 21, 2025 — Uptown Saint John Business Improvement Association (BIA) is proud to announce that it has officially achieved Rainbow Registered accreditation, becoming the first BIA in New Brunswick to earn this national designation.

The Rainbow Registered program, administered by Canada's 2SLGBTQI+ Chamber of Commerce (CGLCC), recognizes organizations that meet a national standard of inclusivity and demonstrate a commitment to creating safer, more welcoming spaces for members of the 2SLGBTQI+ community.

"This accreditation reflects what Uptown is all about," says Nancy Tissington, Executive Director. "Our streets are filled with locally owned shops, cafés, and restaurants, but even more importantly, they're filled with people who care deeply about community. Being Rainbow Registered demonstrates our ongoing commitment to ensuring Uptown is a place where everyone feels at home."

#### A Milestone for Uptown

With over 500 businesses, Uptown Saint John is known for its welcoming spirit, historic charm, and vibrant cultural scene. This new accreditation adds to the BIA's work in creating clean, safe, and inclusive streets where locals and visitors alike can feel a strong sense of belonging.

#### What Rainbow Registered Means

- It's a trusted national symbol that businesses and organizations are meeting rigorous standards for 2SLGBTQI+ inclusivity.
- It assures visitors and community members that Uptown is actively working to foster a culture of respect, representation, and inclusion.
- Uptown Saint John Inc. joins a growing network of accredited businesses and organizations across Canada working together to build a more inclusive future.

#### About Uptown Saint John Inc.

The Uptown Saint John Business Improvement Association represents more than 500 businesses and property owners in the historic heart of the city. Guided by its pillars of Advocacy, Place-Making, Clean & Safe Streets, and Marketing & Promotion, the BIA works to foster a thriving, vibrant, and welcoming Uptown for all.

Learn More: To explore the Rainbow Registered program and discover other accredited businesses across Canada, visit [www.RainbowRegistered.ca](http://www.RainbowRegistered.ca).

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