

**News from Ecole Chocolat
Celebrating 10 Years
2003 - 2013**

**Passion Transform a Hobby into a Thriving Business for These
Chocolate-Loving Women**

Freedom to create both your own products and your
lifestyle motivate those who launch their own companies

VANCOUVER, May 7, 2013 -

We're all crazy about chocolate, but women are just a little more likely to turn that passion into a business, says Ecole Chocolat Founder and Lead Instructor Pam Williams.

A poll conducted earlier this year by the Bank of Montreal found that women who start their own business are looking to do what they love and to do it on their own terms. Fully a third of the women polled said they wanted to start up their own businesses within the next 10 years, and it was those under 35 who were most likely to say they planned to do so. A large number said they wanted to go into the food and hospitality sectors.

One EC graduate who took the plunge into her own business is Heather Johnston, a pediatrician by training and career and now fully immersed in making fine chocolates for her company, Veruca Chocolates in Chicago, Ill.

Johnston says she initially had no intention of starting her own business. "I left medicine for a multitude of reasons, not necessarily to start this business. While I was away from medicine, I rediscovered my love for chocolate. I couldn't stop. I feel really passionate about it. . ."

What continues to feed her passion is the freedom to bring her own visions to life, the freedom of creating her own lifestyle, echoing what the women in the BMO poll told the pollsters. "I have young kids and I like being with them. I've found this to be a great balance for me."

Another EC graduate, Rebecca Cassity of Denver, Colo., has a visual arts degree from Oberlin and worked for a publishing company in marketing, sales, and operations for more than a decade before deciding to pursue her love of candy-making through her company, Serendipity Confections.

Cassity launched her business in 2008 as a part-time venture and graduated from several Ecole Chocolat programs before turning to full-time candy making in 2011.

It's the joy of it all that keeps her going, she says. "I have an amazing sense of accomplishment when I look at what I've achieved so far. And I think I will never get tired of hearing from people that don't just enjoy but love our products. To know that something you created has made someone so happy is incredibly gratifying."

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About Ecole Chocolat

Founded in 2003, Ecole Chocolat Professional School of Chocolate Arts offers a portfolio of programs for chocolate making - mastering techniques while gaining the expertise and business knowledge needed to become a professional chocolatier or chocolate maker. Ecole Chocolat's founder Pam Williams is the recipient of the Award of Excellence in Service to the Industry from the Fine Chocolate Industry Association. For more information, see our website: <http://www.ecolechocolat.com>

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