



Denny Huyghebaert and Toni Kolskog, Slice Athletic Wear

Finalist for the Cameco Award for Young Entrepreneur of the Year

Denny Huyghebaert and Toni Kolskog are two young entrepreneurs who opened a yoga/athletic clothing store in March 2008. Slice Athletic Wear is revolutionary in Regina, offering products previously found only in other cities. Serving a niche market and offering affordable, quality active wear, Slice was founded on solid principals of research, quality products, and brand awareness.

With the goal of a perfect fit for every body type, entrepreneurs Huyghebaert and Kolskog have exceeded expectations, moving from one full-time employee to four employees within five months.

After coming across the products in Edmonton, Huyghebaert and Kolskog spent hours planning and researching every aspect of the business, and it has paid off. Slice is well on its way to achieving the target of paying off three quarters of its business loan in year one.

Partnerships have been formed with many dance studios, and the Regina Pats have signed a deal with Slice as the official supplier of clothing to the Regina Pats clothing store.

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The 26th annual ABEX Awards Dinner will be hosted by the Saskatchewan Chamber of Commerce on October 24, 2009. Visit www.saskchamber.com or call 306-352-2671 for more information.

