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BC Tech Innovator Announces Made-in-Canada Social Media Network at Web Summit Vancouver

VANCOUVER, BC — May 27, 2025 — TrailMix Technologies today announced the launch of **EH!**, a community-focused social media network built *by Canadians, for Canadians*, debuting at **Web Summit Vancouver**.

Developed in response to growing concerns about Canadian identity and digital sovereignty, **EH!** offers a values-driven alternative to traditional social platforms like Instagram, Facebook, and X. Users can now sign up to be first in line to experience EH! via the Apple App Store or Google Play. **EH!** is planning a **full public launch this summer**.

Created by BC native and former Reddit and Lululemon leader **Jessica Glowacki, EH!** reimagines how Canadians connect and engage online.

“The past few months have been defining for our country. I think we’re finally realizing how important it is to have our own spaces where we can celebrate Canadian identity and protect our culture,” says Glowacki. “People want positivity—not just apps driven by doom-scrolling and engagement-obsessed algorithms. I couldn’t find a social network that actually made me feel good, so I created EH!”

Glowacki will present **EH!** at **Web Summit Vancouver**, a global gathering of tech leaders and innovators, running **May 27–30, 2025**. EH! has been accepted into two exclusive Web Summit incubators—**Alpha** and **Impact**—which support high-potential startups with access to top investors, media exposure, and mentorship.

A Made-in-Canada Alternative

Unlike U.S.-based platforms, **EH!** ensures 100% of its data is hosted and stored in Canada—an important step toward digital sovereignty and privacy control.

Key features include:

- **Community groups** for hyperlocal, regional, or special-interest conversations

- **Support for small businesses and tourism**, especially in underserved areas
- **AI-powered moderation** to foster respectful, non-toxic discourse
- **A focus on culture-building**, not culture wars

Glowacki describes herself as an “accidental entrepreneur”—she didn’t set out to build a social media platform, but the idea found her and she felt compelled to act, creating an app that puts human connection ahead of algorithms.

“I want to give back. This isn’t about money for me,” Glowacki explains. “EH! is for the hustlers, the dreamers, the community builders—the people who want to be seen but don’t always know how. My hope is that EH! becomes a place where Canadian stories are not just shared, but celebrated.”

About Trailmix Technologies

TrailMix Technologies is a Canadian-founded innovation studio dedicated to building digital tools that foster community, creativity, and cultural resilience. Founded in March 2025 by Jessica Glowacki, TrailMix creates platforms that reflect the values and voices of underrepresented communities—beginning with Canadians. With a focus on ethical technology, inclusive design, and local-first engagement, TrailMix is committed to shaping the next generation of purpose-driven digital experiences.

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