



**WOMEN'S ENTREPRENEURSHIP DAY
IS MORE THAN JUST A DAY –
IT'S EVERYDAY....
EMPOWER, CELEBRATE AND SUPPORT WOMEN IN BUSINESS**

*Innovators and Industry Leading Participants at the 2nd Annual Event
Worldwide /United Nations Includes:*

Leona Lewis – Grammy Nominated, British Singer/Songwriter
Martha “Muffy” MacMillan - Director Cargill Foundation Board
Jeanne Shaheen, Only woman in U.S. history to be elected both a Governor
and a United States Senator – New Hampshire
Leslie Blodgett – Creator, bareMinerals and former CEO of Bare Escentuals
Caroline Donahue – Chief Marketing & Sales Officer, Intuit
Vicki Escarra – Global CEO, Opportunity International
Adena Friedman – President, Global Capital Access, Technology NASDAQ
Andrea Jung –President & CEO, Grameen America, Board Of Directors
Apple, General Electric and Daimler AG
Dr. Jen Welter, First Female Coach in the NFL, Arizona Cardinals
Heidi Messer – Co-founder, Collective[i] and Linkshare
Raja Rajamannar - Chief Marketing Officer, Mastercard
Craig Newmark – Founder, craigslist and craigconnects
Alysia Reiner – Award-winning Actress, “Orange is the New Black”

*Will Come Together on November 19
To “Celebrate, Support and Empower Women In Business Worldwide”*

*Live Streamed From United Nations To 144 Countries and
111 Top Universities Around the World*

NEW YORK, NY – When the 2nd Annual International [Women's Entrepreneurship Day](#) [WED] convenes at the United Nations in New York City on Thursday, November 19, 2015, serious discussions about critical issues affecting women and men worldwide will take the lead. An impressive and influential list of people and organizations will come together at the world's largest celebration of successful women entrepreneurs, intrapreneurs, innovators and job creators, with the goal of empowering the 4 billion women on the planet and bringing hope to 250 million girls living in poverty.

“Women worldwide have historically been underpaid, undervalued, underrepresented, underfunded – and underestimated...and still are,” says WED founder & entrepreneur **Wendy Diamond**. “Women-owned businesses are set to increase by 90% in the next five years. We need to change the status quo because lifting women creates economic opportunity and vitality locally and globally.”

Women's Entrepreneurship Day is a worldwide movement with the defining goal to empower women and their businesses, as well as gather a think tank of leaders to amplify and enhance key 21st Century leadership skills, such as cooperation, communication, and compassion commonly associated with women at home and in the workplace.

WED Global Ambassadors are operating on every continent, representing women in Australia, Ghana, Kenya, Norway, Peru, Saudi Arabia, Singapore, Uganda and over 140 countries. “Statistics show that when women are provided with economic opportunity, 90 cents on the dollar goes back to their families,” says Founder Wendy Diamond. Encouraging and empowering more women to enter business will have an incredibly positive financial and social impact on global communities.”

“We are so grateful for the unprecedented support of our sponsors and their deep commitment to WED's mission,” adds Diamond. “They help make this annual global event possible.” This year's WED sponsors include Bank of the West, BNP Paribas, Intuit, MasterCard, Kirkland & Ellis and PwC.

Diamond was inspired to launch WED and the movement after spending time in the Honduras with the Adelante Foundation a group which provides microcredit to locally impoverished women. “I saw first-hand how these start-up loans could change a woman's life...and her family's...by investing in her future and providing the opportunity for her children to attend school.”

Women's Entrepreneurship Day will also honor women leaders in several industries with its annual Pioneer Awards. For more information about the Awards recipients and the luncheon on Nov. 19, please visit <http://womenseday.org/wed-awards/>

About WED

Women's Entrepreneurship Day [WED] was founded by entrepreneur, publisher animal advocate, [Animal Fair](#) Founder Wendy Diamond in 2014 after she learned of the impact empowering women financially can have on men, women and children in global communities. Throughout the year, WED gathers women leaders to ultimately create a think tank and expand businesses with socially good initiatives around the world. Student ambassadors are engaged at Clarkson, Babson, Duke, Harvard, Oxford, Stanford, U of Penn, Yale and others.

WED also launched a massive international social media initiative in early December to engage women and men to show their support to a women-owned business or cause through the #WomenWOW Women Wednesday pledge. For more information about WED, its corporate, global and academic partners; additional honorees and participants, attendance and registration, please visit www.womenseday.org.

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