



## **MEDIA ADVISORY**

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### **Women 4 Women hosts press conference to release Benchmark II**

- WHO:** Women 4 Women
- WHAT:** Press conference to announce the release of *Benchmark II: A Study of Louisville Women and Girls 2012*
- WHEN:** **Thursday, May 10 at 10:30 a.m.**
- WHERE:** Fifth Third Conference Room, Brown Theatre Lobby, 315 W. Broadway
- WHY:** The report is a follow up to *Benchmark I*, released to the community in 2000. Both studies, while 12 years apart, give a look into the lives and economic situations of women, girls and families from a variety of perspectives. *Benchmark II* evaluates the research which spurred the creation of the Women 4 Women Economic Self-Sufficiency Model. The model focuses on four key areas: health and safety, education and leadership, jobs and earnings, and social change and the single-parent economy.
- GUESTS:** Mayor Greg Fischer, LaQuandra Nesbitt, M.D., director, Louisville Metro Department of Health and Wellness, and Stephanie Bateman, director of communications, Jefferson County Public Schools.

## **About Women 4 Women**

Women 4 Women is a non-profit organization based in Louisville. Founded nearly 20 years ago, the organization strives to empower women and girls in our community through the Women 4 Women Economic Self-Sufficiency Model which focuses on four key areas: health and safety, education and leadership, jobs and earnings, and social change and the single-parent economy. Women 4 Women believes that by empowering women and girls we are empowering entire family units and having a lasting impact on our community and future generations.