



MEDIA ADVISORY - FOR MORE INFORMATION:

Contact - Kelsey Martone - [execasst@womenseday.org](mailto:execasst@womenseday.org)

# Inaugural Women's Entrepreneurship Day Will Celebrate, Support and Empower Women Entrepreneurs Worldwide

*Governor Andrew Cuomo Proclaims November 19, 2014 as Women's Entrepreneurship Day; Join Mama Sarah Obama—President Obama's Grandmother, Jimmy Choo Founder Tamara Mellon, Cisco Systems Co-Founder Sandy Lerner, Her Excellency Madame Penhupifo 'Penny' Pohamba First Lady Of Namibia, Oscar Nominated Actress Quvenzhané Wallis—to Celebrate Women Entrepreneurs Across The World*

**November 19, 2014**

**7:30 a.m. Check In – United Nations**

**Awards Luncheon 11 AM**

**NEW YORK (Oct. 28, 2014)** — Celebrate the inaugural launch of Women's Entrepreneurship Day on Wednesday, November 19, 2014 at the United Nations. WED will be live streamed in 144 countries during Global Entrepreneurship Week. This monumental event is in partnership with the U.S. Department of State, and will be the world's largest celebration of successful entrepreneurs, women innovators, and job creators launching startups; bringing ideas to life, driving economic growth, and expanding human welfare.

**Wendy Diamond** is the CEO and founder of [Women's Entrepreneurship Day](#), entrepreneur, humanitarian, pet-lifestyle expert and animal advocate. She launched [Animal Fair Media](#), a pet lifestyle media company that brought celebrities and pop culture to the animal welfare world in 1999, when she discovered 12 million animals were euthanized annually, that number has currently dropped to 5 million per year. She knows the real meaning of being a startup entrepreneur! Throughout Diamond's ongoing and dedicated work with growing Animal Fair Media, she experiences firsthand that being a woman in business can be a dog-eat-dog world. Her experiences expanded her focus, savvy, and limitless energy on a different breed of global "underdog"- women.

"I have dedicated my whole life to helping the 'underdog' thrive," says Diamond, "Historically, women worldwide have been underpaid, undervalued, underrepresented, underfunded --- and underestimated. We are

dedicated, determined and driven to change this - the women entrepreneurs involved in WED are inspirational role models to women everywhere!”

Wendy was inspired to launch WED on a Honduras holiday last year, where she spent time with an organization that gives microcredit to locally impoverished women, (<http://adelantefoundation.org>). She witnessed firsthand how these beneficial startup loans empowered Honduran women, benefited their families, and provided the opportunity for their children to attend school. Wendy took note and understood the importance of empowering women through a financial vehicle of support. When women are provided economic empowerment, they outspend men on their family’s health, nutrition, and education by threefold; 90% women to 30% men. Together as a global community we can make the planet a better place!

Women’s Entrepreneurship Day is a worldwide movement that will carry throughout the year in support of female entrepreneurs on every continent. The defining goal is to empower women and their businesses, as well as gather a think tank of women leaders, which will ultimately create an amplified merged message to expand businesses with social good initiatives in communities locally and globally.

“Empowering women worldwide and investing in their futures helps to drive and promote economic vitality and security locally and globally,” says Diamond. “Twenty-first century leadership skills, such as cooperation, communication, and sharing are more commonly associated with women. We want to celebrate the unwavering positives that women entrepreneurs bring to the global economy as well as inspire and support future generations of women entrepreneurs.”

According to the [World Economic Forum Gender Gap report](#), the U.S. has experienced 11 percent growth over the last 40 years as a direct result of the increased participation of women, which has translated into \$3.5 trillion. Investing in women promotes economic and social development as women reinvest in their communities and homes. The number of \$10-million-plus women-owned firms increased by 57 percent — a growth rate nearly 50 percent more than \$10-million-plus firms overall--and grew more than 40 percent from the previous year, according to the [Center of Venture Research](#).

Diamond rallied an impressive and powerful list of worldwide attendees, influential organizations, leaders, and entrepreneurs supporting women that will gather and join at the UN on this day of WED as “ONE DAY TO CELEBRATE, SUPPORT AND EMPOWER WOMEN ENTREPRENEURS WORLDWIDE.” Major Fortune 500 companies and various female company founders, CEO’s, creatives, and business leaders who are championing this day include Ms. Sandy Lerner (Co-Founder Cisco Systems/Founder Urban Decay), Ms. Tamara Mellon (Jimmy Choo Co-Founder), Ms. Gabriela Isler (Miss Universe 2014), Her Excellency Madame Gertrude H. Mutharika (First Lady of Malawi), Ms. Rose Byrne (Actress), Ms. Elizabeth Scharpf (She Innovates), Mr. Arif Naqvi (The Abraaj Group), Ms. Quvenzhané Wallis (Oscar-nominated Actress), Mama Sarah Obama (President Obama’s Grandmother), Her Royal Highness Princess Reema Bint Bandar Al-Saud (Alfa Intl./Harvey Nichols), Ms. Peggy Wallace (Golden Seeds), Mr. Jeff Hoffman (Priceline), Her Excellency Madame Kim Simplis Barrow (First Lady of Belize), Her Excellency Madame Penehupifo 'Penny' Pohamba (First Lady Of Namibia), Her Excellency Sheikhha Hanadi Al Thani (Qatar Amwal), Ms. Carol Sawdye (Vice Chair PwC), Icona Pop (Grammy Artists), Ms. Lynn Tilton (Patriarch Partners), Ms. Loreen Arbus (Philanthropist) and Ms. Marcia Dyson (Women’s Global Initiative).

New York’s **Governor Andrew Cuomo** is proclaiming November 19, 2014 as Women’s Entrepreneurship Day! A student ambassador global initiative is in full swing with top colleges engaged including Barnard, Columbia, University of Pennsylvania, Harvard, Babson and University of Oxford. WED’s global team of Ambassadors from China to Canada is primed to activate their communities with the WED movement.

"We're proud to support Women's Entrepreneurship Day and to play a role in convening inspirational women whose leadership and tenacity spurs us to action," said Shannon Schuyler, PwC's Corporate Responsibility Leader. "With innovative spirits that embrace the positive attributes of disruption and risk, these women have positioned themselves to address social and economic sustainability in a way that elevates the possibility of prosperity for others. We look forward to hearing their stories of impact and being challenged to contribute to the development of solutions to society's most important problems."

"It is an honor for BNP Paribas to be part of the inaugural launch of Women’s Entrepreneurship Day,” added Jean-Yves Fillion, CEO, BNP Paribas North America. “The advancement of women as leaders and entrepreneurs is vital to achieve sustainability in all our communities, and it is our privilege to be part of a movement that celebrates success and seeks to inspire others.”

The WED mission is to engage women and men globally to pledge their support for a women owned business/cause with; **Talent, Time, or Treasure**. When you empower a community, you are also advancing the next generation of leaders. On December 3, we will also launch the first Wednesday after Thanksgiving the **#WomenWOW** social media campaign to encourage everyone to support women owned businesses and causes that will inspire just as Cyber Monday, Giving Tuesday and Small Business Saturday.

**We will have Interviews, Footage, Photos Available Free of Charge for all media - HD Video News Access**  
**Download Link: <http://isbx.it/8e2fe>**

Your support helps to bring needed awareness to the 250 million girls living in poverty and will also inspire and globally empower through Women's Entrepreneurship Day! We hope you will accept this invitation to join us and spread the WED word through your media outlet. Please let us know if you have any questions. Thank you and we look forward to hearing from you!

### **About WED**

The mission of Women's Entrepreneurship Day is to celebrate, support and empower women worldwide. Our main initiative is to engage women and men globally to pledge their support with a women owned business or cause through our pledge to support a business woman in their community with **Talent, Time, or Treasure**. [www.womenseday.org](http://www.womenseday.org)

### **Inaugural Women's Entrepreneurship Day Award**

Women Entrepreneurs will be recognized for the world's notion of what being a female entrepreneur means and all our honorees are role models leading the way for millions of women entrepreneurs across the globe.

### **WED Partners**

PwC, BNP Paribas, Nestle, Microsoft, United Nations Foundation, PVBLIC Foundation, Global Partnership Forum

### **WED Global Initiative**

Women's Entrepreneurship Day also marks the kickoff of a Global Ambassador Initiative with top colleges and universities represented across the globe including Cornell, University of Pennsylvania, Harvard, Babson and University of Oxford, and a global team of Ambassadors from Saudi Arabia to China primed to activate their communities with the WED movement.

### **#WomenWOW**

On December 3rd, we will also launch the first Wednesday after Thanksgiving the **#WomenWOW** social media campaign to encourage everyone to support women owned businesses and causes.