



NEWS RELEASE

FOR IMMEDIATE RELEASE

Media Contact:

Gael Reyes, Event Coordinator
gael@prosperforpurpose.com
216.465.2043

Second Annual Women's Entrepreneurship Day Cleveland Recognizes 2019 Pioneer Award Honorees

CLEVELAND, OH (Nov. 4, 2019) – Women's Entrepreneurship Day (WED) Cleveland 2019 will be honoring three local entrepreneurs with the presentation of the WED Cleveland Pioneer Awards on Tuesday, Nov. 19 at the second annual WED Cleveland event.

The award honors female trailblazers and innovators who have had a positive impact on their community, achieved distinction in their field and improved the lives of women through their inspiring accomplishments. The 2019 honorees have demonstrated a commitment to empowering and supporting women — from creating wellness programs for at-risk girls to helping develop Cleveland's small business community.

The 2019 recipients of the WED Cleveland Pioneer Awards are Anne Hartnett, founder of [Harness Cycle](#); Liz Ferro, author and founder of [Girls With Sole](#) and Artist and Designer, [Susie Frazier](#). Upon receiving the award, these Cleveland entrepreneurs will join a sisterhood of women honored around the world and at the United Nations every November.

Anne Hartnett is the founder and owner of Harness Cycle. The wellness entrepreneur and community event planner opened Harness Cycle in Ohio City in 2013 and has since become one of the faces of Cleveland's small business community, helping to promote the city's resurgence. Growing up, Hartnett saw the importance of developing businesses in neighborhoods with potential for new life through Great Lakes Brewing Co. — a company that put Cleveland on the beer-drinking map founded by her relatives. Since Harness Cycle first opened its doors, Hartnett has opened up a second location in the heart of Downtown Cleveland and has been named one of Crain's Cleveland Business' 40 Under 40, Cleveland Magazine's Most Interesting People of 2018 and more. She is also a mom to 3 little boys and



the proud wife to a Cleveland firefighter. Professionally, Anne is most proud of the team she's built at Harness Cycle.

Liz Ferro was born in Rochester, NY and lived in four foster homes before her adoption at the age of two. As a child, she was sexually abused by a neighbor and found solace in fitness and running. To date, Liz has crossed many finish lines. She has completed 70 marathons, 2 50K Ultras, 5 Ironman Triathlons and countless other road races and triathlons. The empowerment gained from sports led her to found the non-profit organization Girls With Sole, which has received extensive national attention for its innovative and successful programming. Liz's story evokes positive energy and inspiration. She has been featured on the "NBC TODAY Show", and in SELF, Runner's World, Town & Country, Traditional Home and Family Circle Magazines. She is the recipient of the 2016 Medical Mutual Pillar Award; 2015 Women Who Excel Entrepreneur Award; 2014 SELF Women Doing Good Award; 2012 Longines Women Who Make a Difference Award; 2011 Classic Woman Award; and the 2011 American Red Cross of Greater Cleveland Hero Award. Liz is a mother of two, wife, athlete, speaker, author of "Finish Line Feeling", and the Founder and CEO of Girls With Sole.

Susie Frazier is an expert in designing for wellness, applying a sixth sense for types of interior elements that are soothing to the soul and calming to the mind. As a pioneer in the modern-day maker movement and one of Cleveland's original reclamation artists who began in 1997, her passion is for turning distressed materials into objects of beauty. But, her true gift is designing them in a way that embodies a feeling of serenity. Living most of her life with undiagnosed ADHD and generalized anxiety, Susie developed a methodology for calming herself through design choices influenced by nature. With over 41 million people in the United States living with these same conditions, Susie now openly shares how she manages her condition through various decorative elements she creates for built environments. Her self-taught principles for fostering wellness, now backed by a growing body of scientific research, have found their way into every aspect of her business including her art installations, custom furniture, retail products, television content and recently-published book, "Designing For Wellness." Susie is also a 2018 Emmy award-winning producer and on-air personality, earning accolades for her locally-aired TV pilot "Movers & Makers with Susie Frazier," which featured the process and personalities behind her earth-inspired design projects for interiors. For over 20 years, Susie has enhanced built environments with her distinctive, soothing aesthetic. She has proudly created design solutions for some of the most prominent organizations in the world including: the Cleveland Clinic, University Hospitals, Hilton Hotels & Resorts and more.



All three women will be presented with their award at the second annual WED Cleveland taking place at the smARTspace at 78th Street. Tickets for the event are on sale until Nov. 14. For more information and event registration, visit wedcleveland.org.

Women's Entrepreneurship Day Cleveland would not be possible without the support of its 2019 event partners: [Pearl Flower Catering](#), [L'Nique Linens](#), [Annie's Signature Sweets](#), [Storehouse Tea Company](#), [Solstice Roasters](#), [Distillata](#), [Growth Opps](#), [Ursuline College](#), [Freshwater Cleveland](#), [Goldman Sachs 10KSB](#), [Good Cause Creative](#), [JumpStart Inc.](#), [Engage!Cleveland](#), [Black Girl in the CLE](#), [Your Local Girl Gang](#), [NAWBO Cleveland](#) and [78th Street Studios](#).

About Women's Entrepreneurship Day

Women's Entrepreneurship Day (WED) will be celebrated globally on Nov 19th, 2019, and is the world's largest grassroots movement and mission dedicated to celebrating, supporting and empowering women worldwide. WED encourages four billion women worldwide to pursue their entrepreneurial dreams, with the goal of inspiring hope and alleviating poverty.

WED will launch the #ChooseWOMEN initiative on Dec 4, 2019, a global social media initiative and directory inspiring women and men to pledge their support to a women-owned business or cause.

The WED flagship event is held each year at the United Nations Headquarters in New York City and live-streamed to an international audience, reaching an estimated 1.4 million people.

About Prosper for Purpose

Prosper for Purpose is a Cleveland-based public relations, creative services and development firm that helps purpose-driven organizations and individuals maximize their impact. Prosper became the first nonprofit consulting and fundraising agency in Ohio, and the second communications agency, to receive certified B Corp status in February of 2016.