



## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

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## **Women's Entrepreneurship Day Returns to Cleveland November 19, 2019**

**CLEVELAND, OH (October 9, 2019)** – Women's Entrepreneurship Day (WED), the global movement that celebrates, empowers and supports women in business to alleviate poverty, will be held in Cleveland for the second time on November 19 at the 78th Street Studios smART space.

More than 144 countries and 110 universities around the world acknowledge and celebrate Women's Entrepreneurship Day annually on November 19, making it the world's largest grassroots movement dedicated to empowering women worldwide.

Each event is "produced" by an Ambassador. WED Ambassadors work globally and locally to spread the WED grassroots mission to empower women and girls to become active participants in the economy by igniting a network of women leaders, innovators and entrepreneurs to initiate startups, drive economic expansion and advance communities. In order to achieve this ambitious goal, WED builds and catalyzes the vital networks of like-minded individuals and organizations that women business leaders need to realize their full potential and change the world.

Lorraine Schuchart, CEO of the PR and creative services firm Prosper for Purpose, along with co-chair Lisa Sands, Publisher of Edible Cleveland, the Prosper for Purpose team, and an advisory board of dedicated supporters of women across a variety of sectors, launched the inaugural Women's Entrepreneurship Day Cleveland last November. The event had more than 125 attendees, including a few men.



Schuchart's objective for WED Cleveland is to rally the local community together to ignite a network of female leaders, innovators and entrepreneurs and to strategically scale and deepen their impact.

Social entrepreneur and Cleveland-native Wendy Diamond launched the [Women's Entrepreneurship Day Organization](#) in 2014. Recognizing that women in business are a force for good— financially elevating their families, neighborhoods, communities and countries—Diamond sought to bring more support and awareness to the global impact of women in business.

“It's inspiring to see women across the globe unite for a single cause,” said Diamond. “By donating their time, effort and resources to Women's Entrepreneurship Day, they are not only celebrating, supporting and empowering women in business in over 100 countries but also contributing to global unification.”

WED Cleveland will kick-off the day-long event with a Morning Keynote: Confessions of a Wayward Entrepreneur by Rachel Downey, Founder & Owner, Guide Studio.

The morning panel discussion will focus on The Business of Creativity: Turning Passion Into a Purpose while the afternoon panel will focus on Blockchain for the Everyday Entrepreneur.

The afternoon includes five workshops that came out of conversations from last year's event. They include: goal setting, cultivating communities, scaling on purpose, positive risk management and accessing capital.

“The overarching goal of WED Cleveland is to help women entrepreneurs build successful businesses that also positively impact their communities, distinguishing WED from other entrepreneurial and leadership seminars,” said Schuchart.

More information and [tickets](#) to the event are available on the [WED Cleveland website](#). Follow WED Cleveland on [Facebook](#) and [Instagram](#).

### **About Women's Entrepreneurship Day**

Women's Entrepreneurship Day (WED) will be celebrated globally on November 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 December 4th, 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.