



## FOR IMMEDIATE RELEASE

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## **Integrating Women Leaders (IWL) Introduces New Brand and Expands Strategic Mission at Sold-out Conference**

*Foundation held 9th annual Indianapolis conference; continues to accelerate advancement of women to drive individual and organizational growth and impact*

(INDIANAPOLIS – August 29, 2018) – Integrating Women Leaders (IWL) held the ninth annual [IWL Women’s Leadership Conference](#) on Tuesday at the JW Marriott in Indianapolis, IN. Nearly 1,200 individuals representing 25 states, including over 120 male allies, were exposed to thought-provoking keynotes, panels and breakout sessions. Attendees were also given a preview of IWL’s new branding and expanded strategic mission.

The event kicked off with James Loduca, Director of Equality Programs at Salesforce discussing how when we listen with empathy, practice allyship, share our power, and be our authentic self, we pave the path toward Equality for All. Other keynote speakers included Madeline Di Nonno, CEO of the Geena Davis Institute on Gender in Media who shared the Institute’s research on how women are still not seen and heard in the media and that there is a lack of role models. Jennifer Magley, Owner of Open Gym Indy, closed the conference hammering home this year’s theme, “Now is the Time” with her message and challenged attendees to create a call to action for themselves.

IWL, founded in 2010, also announced a new look and plan for strategic expansion of the organization, including the development of workshops, webinars and other initiatives focused on advancing women in the workplace building upon the growth and impact of its annual conferences in Indianapolis and Louisville. IWL will also be exploring expansion into other strategic markets.

“IWL is more than just this one day,” said Kim Graham Lee, CEO of IWL. “We are excited about our growth plans to further accelerate the advancement of women with the support of male allies through candid conversations, our signature annual conferences, workshops and other programming throughout the year.”

#### Upcoming IWL Events

- October (Indianapolis) - Activating Male Allies half-day workshop
- November (Indianapolis) - Community Conversation: Equal Pay
- November (Indianapolis) - Better Together half-day workshop
- January (Indianapolis) - Better Together full-day workshop
- February (Louisville) - “Power Up” mini conference
- March (Indianapolis) - Courage half-day workshop
- April (Louisville) - 5th Annual IWL Louisville Conference

For more information on IWL or to learn more about these events and volunteer opportunities, visit [www.iwlfoundation.org](http://www.iwlfoundation.org).

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#### **About Integrating Women Leaders (IWL) Foundation**

Integrating Women Leaders (IWL) Foundation is a 501c3 nonprofit organization accelerating the advancement of women to drive individual and organizational growth and impact. IWL is a resource for individuals who want to invest in themselves and organizations who want to invest in women’s leadership, tackling real gender issues with optimism and proven strategies that work. As partners in talent development, IWL unleashes the highest level of performance for both women and men and their organizations. They do this through perspective-changing experiences, including conferences, workshops, consulting, and individualized programs. Founded in 2010, IWL is headquartered in Indianapolis, IN and hosts its highly-acclaimed annual women’s leadership conferences in both Indianapolis, IN and Louisville, KY.

For more information, visit [www.iwlfoundation.org](http://www.iwlfoundation.org) or contact Kim Graham Lee, CEO, Integrating Women Leaders (IWL) Foundation at [kgrahamlee@iwlfoundation.org](mailto:kgrahamlee@iwlfoundation.org).