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ENGAGE HER WELCOMES ALL TO FIRST MULTICULTURAL WOMEN'S LEADERSHIP CONFERENCE

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March 30, 2009 (Berkeley, CA) – **Engage Her, Inc.** – a non-profit organization focused on activating the voices of all women, particularly those from African American, Asian American Pacific Islander, Latino and other cultural communities – is offering economically adjusted admission costs for communities wishing to attend the first **Multicultural Women's Leadership Conference** at the University of California, Berkeley, from April 25 to 26. More than 400 women from diverse communities across the U.S. have been invited to participate in workshops organized by their peers to find ways to create leaders for what in California is already the "New Majority" and will become the majority of the population in the rest of the nation by 2024.

Admission to the conference will be \$25 for students; \$75 for community organizers, non-profit organizations, and seniors (62+); and \$150 for the general public. Sliding scale fees and limited financial assistance for tickets is also available at info@engageher.org. Yee stated "Traditionally women from multicultural communities are not able to attend leadership conferences because of the economic cost barriers and the lack of diversified women speakers at the existing conferences. We want to make our conference economically feasible and provide them with a wide range of multicultural women leaders that represent the issues their communities care most about."

Mable F. Yee, Engage Her founder & CEO, said the April conference would kick off what is becoming a *new women's movement*. It is only fitting then, that the two-day event will be capped by "**The Four Legends of Feminism:**" **Gloria Steinem, Dolores Huerta, Aileen Hernandez, and Yuri Kochiyama**, at UC Berkeley's Life Sciences Auditorium from 7 to 9 p.m., April 26 This event is open to the public and tickets – at \$25 -- are available at www.engageher.org.

The conference will feature national women leaders from all generations and cultures, including Gloria Steinem, co-founder of the Women's Media Center and Ms. Foundation; Dolores Huerta, cofounder of the Farm Workers Union and the Dolores Huerta Foundation; Aileen Hernandez,

former president of NOW, and coordinator of the Black Women Stirring the Waters; Helen Zia, author and feminist activist; Maria Teresa Petersen, executive director of VotoLatino.org; Marie Wilson, founder of The White House Project and Lesley Pinckney, general manager of Essence.com.

Conference co-sponsors include the California Women's Legislative Caucus, the California Commission on the Status of Women, Women's Media Center, The White House Project, Votolatino.org, the Dolores Huerta Foundation, NAACP, Momsrising.org, and The National Council for Research on Women. Lead conference sponsorship includes the Wallace Alexander Gerbode Foundation, with technical support from AirSet, Inc.

Engage Her was founded in 2008 by Yee, an entrepreneur, activist, and film producer, with thirty years in the technology industry, where she specialized in companies that market to women. She is the co-producer of the documentary, "**Engage Her: Getting minority women to lead and vote.**" This film interviews minority women and chronicles the reasons why a significant percentage of them do not lead and vote.

"While multicultural women are the New Majority' in California, men continue to dominate decision-making roles in the three key institutions that influence our nation: corporations, government, and media," Yee said. She continued, "It is imperative that we create a national pipeline of qualified and competent multicultural women to assume the mantle of leadership."

Lesley Pinckney, of Essence.com, commented, "This conference starts a much-needed dialogue that has the ability to rapidly transform our entire society leveraging technology instead of one woman at a time -- which as we all know was the way it's worked since the beginning."

About Engage Her

Engage Her was co-founded in 2008 by **Mable F. Yee** and **Mina Wilson** to activate and educate multicultural women and communities across a broad spectrum of social, political, and educational issues leveraging the newest media and technologies.

For more information about Engage Her and the conference, see <http://www.engageher.org>.

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