



FOR IMMEDIATE RELEASE

**REGION OF WATERLOO CELEBRATES INTERNATIONAL WOMEN'S DAY 2022
WITH THREE DAYS OF FREE VIRTUAL EVENT PROGRAMS**

Women in Communications and Technology — Waterloo Region Chapter to host three online events celebrating, educating and empowering women

WATERLOO, ON | FEBRUARY 24, 2022 — In celebration of International Women's Day on March 8, Women in Communications and Technology — Waterloo Region Chapter (WCT-WR) is partnering with various community organizations to host three virtual events during the month of March featuring some of the Region's most notable female leaders, entrepreneurs and innovators.

Centred around the 2022 campaign theme #BreakTheBias, participants will share personal stories of overcoming stereotypes and discrimination in the workplace. There will also be live panel discussions on empowering women in healthcare and education, achieving financial independence and assessing overall perceptions of women in society, culture and the workplace.

"Women have made tremendous progress in advancing gender equality and challenging existing gender stereotypes, but there is more work to be done," said Sherry Shannon-Vanstone, CEO of Profound Impact Corporation and Founder of WCT-WR. "With the pandemic posing serious risks to women's progress in the workforce, empowering and educating women is more important than ever."

The events will kick off on March 1, 2022, from 5:30-7:00 pm with a presentation on the #BreakTheBias campaign theme, followed by in-depth conversations with four women who have broken significant barriers throughout their careers. On March 8, WCT will be hosting a half-day of panel discussions from 12:00-5:30 pm, providing women with valuable insights on key economic, health and social issues. Events will conclude on March 22 from 12:00-1:30 pm, with a sneak peek at how entrepreneurial women can access angel and seed funding and the inherent advantages for investors.

With COVID-19 restrictions limiting in-person gatherings, all events will be hosted on the IWD 2022 WR website as part of the WCT WR Women Empowering Women Digital Community (WEWDC) powered by Profound Impact.

“We are very excited to be hosting these informative and engaging events on the WEWDC to help solidify meaningful connections and further advance gender equality by breaking the bias,” said Sherryl Petricevic, co-chair of WCT-WR.

Proud partners and participating organizations in this year’s event include BMO, RBC, Durrell Communications, Grand River Hospital Foundation, David Johnston Research + Technology Park, ePromos, Kitchener Rotary, Knapp Wealth Management Team of RBC Dominion Securities, OpenText, Perimeter Institute, Vidyard, CIGI, Better Mousetrap Marketing, Functional Medicine Uptown, YWKW, WOYOktoberfest, and Wilfrid Laurier University.

Participant attendance is open to all and free of charge to attend any or all of these events throughout the month of March. For more information on the Waterloo Region’s International Women’s Day 2022 celebration and to register, visit <https://wewdc.com/iwd2022wr>.

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ADDITIONAL QUOTES

“In Waterloo Region, there have been so many women who have challenged traditional gender norms, advanced gender equality and paved the way for a more inclusive society. I am proud to be a part of this amazing team of women who are empowering, educating and inspiring women and girls to break through barriers and broaden our perception of gender roles.” - *Melissa Durrell, President & Chief Strategy Officer, Durrell Communications*

“A top priority for Rotary is growing and diversifying our membership to make sure we reflect the communities we serve. Rotary broke the bias in 1989 when we admitted women in clubs worldwide. Celebrating women and the leadership that they bring to philanthropic organizations is key to helping forge an inclusive community. Let’s come together and make a difference in Waterloo Region.” - *Louise Gardiner, Past President, Kitchener Rotary*

“Through women-led mentorship and sponsorship, we have and continue to make incredible strides to break professional, personal and financial biases. Guided by our purpose to boldly grow the good in business and life, we’re proudly committed to a future with zero barriers to inclusion which includes empowering women across the Waterloo Region to realize their goals, build their confidence in making financial decisions and strengthen their ability to overcome challenges.” - *Jacqueline Hewson, VP and Market Leader, BMP Wealth Management*

ABOUT WOMEN IN COMMUNICATIONS AND TECHNOLOGY

Women in Communications and Technology (WCT) is a national association committed to advancing women in Canadian information, communications, media and technology. WCT inspires and engages women from coast to coast through professional development programs, networking and events, mentorship and opportunities to recognize achievements in Canada's digital economy. The WCT Waterloo Chapter was founded by Sherry Shannon-Vanstone and Sherryl Petricevic.

Website: www.wct-fct.com

ABOUT PROFOUND IMPACT CORPORATION

Profound Impact helps education, research and social impact community organizations leverage data to measure program impact, tell their story and inform strategy. Profound Impact currently offers two products (*Connection Impact* and *Career Impact*) and is moving towards a proof of concept with a third product - *Research Impact*. These three products involve different stakeholders but all work towards the important goal of connecting great people to do great things and measuring their worldwide impact.

Website: www.profoundimpact.com

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