



MEDIA ADVISORY

June 28, 2024

Media Contact:
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Washington State Women's Commission
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Activate 3.8 campaign launch features Governor Jay Inslee, Gender Equity Champions

OLYMPIA, WA – The Washington State Women's Commission will launch a campaign June 28 aimed at raising awareness and generating solutions to close the gender pay gap in Washington state. [Activate 3.8](#) is a statewide campaign that seeks to bring together elected officials and state agencies, business and labor leaders, and academics to close the pay gap for Washington women and girls.

WHEN: Friday June 28, 11:00am-2:00pm

WHERE: [Nectar Lounge](#), 412 N 36th St, Seattle, WA 98103

WHAT: Activate 3.8 Campaign Launch features powerhouse speakers with expertise and influence to uplift, empower, and protect Washington's women.

- **Governor Jay Inslee**
- **Grace Yoo**, Executive Director, Washington State Women's Commission
- **April Sims**, President, Washington State Labor Council, AFL-CIO WA
- **Cami Feek**, Commissioner, Employment Security Department
- **Lekha Fernandes**, Executive Director, Office for Minority and Women's Business Enterprises
- **Andrea Anderson**, CEO, Girl Scouts of Western Washington
- **Veronica Bronkema**, Regional Administrator, Washington State Department of Labor & Industries

MEDIA OPPORTUNITIES:

- **Press Availability:** Governor Inslee and speakers will be available for media interviews from 11:30 AM to 11:45 AM.
- **Program:** The speaker program will take place from 11:45 AM to 12:45 PM.

Washington State Women's Commission
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RSVP:

Please contact Eliza Craig at eliza.craig@swc.wa.gov if you or a representative from your

outlet plan to attend. TV and radio media are requested to arrive by 11:15 AM to set up in the green room.

ABOUT THE WASHINGTON STATE WOMEN'S COMMISSION

The Washington State Women's Commission, created by the Washington State Legislature in 2018, aims to improve the well-being of women by identifying and developing policies to remove systemic barriers and address critical issues that disproportionately impact women, including childcare access and affordability, domestic and gender-based violence, equal pay, and intersectional inequities.

Learn more at activate38.com and swc.wa.gov.