

MEDIA ADVISORY

July 27, 2024

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Women's Economic Empowerment campaign launches in Eastern Washington

SPOKANE, WA – Activate 3.8: The Pay Equity Tour aims to close Washington's gender wage gap through policy change, cross-industry partnerships, and by connecting girls to high-paying careers in STEM, trades, and more on a 10-city tour. Following a Seattle launch with Governor Jay Inslee and other leaders last month, the Washington State Women's Commission (WSWC) will bring the campaign to Eastern Washington this Saturday, July 27th, with support from Gonzaga University's Women Lead program and the Girl Scouts of Eastern & Western Washington.

WHEN: Saturday July 27, 10:00am-12:30pm (Program begins at 10:30am)

WHERE: John J. Hemmingson Center, Gonzaga University Campus [702 E Desmet Ave, Spokane, WA 99202](#).

WHAT:

Keynote Speech

- Washington State Treasurer Mike Pellicciotti

Fireside chat with women in the C-suite:

- Cheryl Steele, CSO, Starbucks
- Kelly Fukai, COO, Washington Technology Industry Association (WTIA)
- *Moderator* - WSWC Commissioner Anna Franklin, Exec. Dir of Health Equity & Environmental Sustainability, Providence

Interactive Science Program:

- Central Valley School District teacher, Krista Larsen, will lead activities for students to engage with science and consider career pathways in STEM. (Recommended for students ages 11+)

Also hear from:

- Spokane City Council President Betsy Wilkerson
- Grace Yoo, Executive Director, Washington State Women's Commission (WSWC)
- Sherri Lynch, Ph.D., Assistant Dean & Women Lead Co-Founder, Gonzaga University
- Brian Newberry, CEO, Girl Scouts of Eastern Washington & Northern Idaho

Both prongs of the program --focusing on women's upward mobility within their fields and connecting more girls and students with high-paying careers in science—aim to inch Washington closer to pay parity.

MEDIA OPPORTUNITIES:

- **Press Availability:** WSWC Executive Director Grace Yoo and other speakers available from 10:00 AM to 10:15AM.
- **Program:** The program will take place from 10:30 AM to 12:00 PM.

RSVP:

Please contact Eliza Craig at eliza.craig@swsc.wa.gov if you or a representative from your outlet plan to attend. TV and radio media are requested to arrive by 10:15 AM to set up, and 10:00am for interviews.

ABOUT WOMEN LEAD:

The Women Lead program at Gonzaga University's School of Leadership Studies exists to educate and empower women. We offer a variety of programs that invite all genders to consider gender equity in the workplace, including conferences, workshops, book clubs, and even a certificate program. Since 2016, the program has educated thousands of working professionals from all industries and educational levels. While the programs offer education and empowerment, the space for building community and expanding one's network is most mentioned as the top reason for attending these events.

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 swsc.wa.gov.