

**NEWS RELEASE**

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Ledermann

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**The Women's Foundation of Colorado Reports Fundraising  
Milestones  
from Denver Event**

*Annual 2011 Luncheon Raised More Than \$850,000 and Hosted Over  
2,000 Attendees*

**DENVER, CO** (November 8, 2011) - The Women's Foundation of Colorado (WFCO) announced today that this month's fundraising luncheon in Denver raised more than \$850,000 for the organization's mission to help women and girls across the state achieve their full potential. The event, which hosted tennis legend and social activist Martina Navratilova as the keynote speaker, drew more than 2,000 attendees.

This funding will help to further promote economic opportunity among Colorado's women and girls through WFCO-sponsored research and education initiatives, public policy reform and grantmaking.

"We are overjoyed and extremely grateful for the outpouring of generosity, and positive energy we felt from everyone at this year's luncheon," said Louise Atkinson, president and CEO of The WFCO. "We have a big, bold strategy to create smart, systemic change that will benefit Colorado's women and girls now and in the future. The vision of our supporters and the money raised will help turn our strategic plan into an action plan. We move forward into 2012, our 25<sup>th</sup> Anniversary, with great momentum and enthusiasm. We are making big strides on behalf of girls and women across the state."

As one of the largest annual gatherings for women and philanthropists in the state, the WFCO luncheon carries a longstanding tradition of hosting well-known keynote speakers that bring a message of empowerment and teamwork to the

organization's cause. This year's guest speaker, Martina Navratilova, spoke from her heart about how the mission of the Women's Foundation resonates within her life and aligns with her personal and professional goals. Her overall message, illustrated with personal stories of triumph over hardship and constant growth, reflected the organization's tagline and guiding principles, "Think big. Be bold. Stay focused, and Accomplish more."

### **The Women's Foundation of Colorado**

Since 1987, the WFCO has been the voice of women and girls in Colorado. The foundation invests millions in nonprofit organizations throughout the state to dramatically change the lives of women and girls across the state. Through research, education, advocacy and collaboration, the WFCO sets the agenda and leads smart, systemic change, creating greater opportunities for women and girls to succeed in the 21<sup>st</sup> century economy. The goal of the foundation is that every woman and girl in Colorado will reach her full potential. We believe that changes in public policy will have the greatest impact in assisting women in their efforts to thrive economically. For more information visit [www.wfco.org](http://www.wfco.org) or call 303-285-2960.

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