

**THE WOMEN'S
FOUNDATION
OF COLORADO**

www.wfco.org

*Give the money
to spread the knowledge
to power the change
to alter the future
for women and girls
in Colorado.*

FOR IMMEDIATE RELEASE

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**The Women's Foundation of Colorado
Announces New Leader for the New Decade**

Louise C. Atkinson Selected to Oversee Organization's Future Direction as CEO

DENVER, Colo. (July 12, 2010) – The Women's Foundation of Colorado (WFCO) today announced its selection of Louise C. Atkinson as the organization's new president and CEO. With an already impressive background in leadership and community involvement, Atkinson's strengths and wide range of experience will serve as an asset in overseeing the group's day-to-day activities, as well as carrying the organization's mission to better the lives of Colorado's women and girls into the new decade.

"We are very excited to have Louise on board, and are confident that her skill set will be the perfect fit for this leadership role within the organization," said Margaret Brown, Chair of the Board of The Women's Foundation of Colorado and President of Colorado Business Bank Northeast. "We look forward to Louise contributing to the momentum set forth by her predecessor, Gretchen McComb."

Previous to taking the CEO reigns at WFCO, Atkinson served as senior vice president and general manager at First Data Corporation in the Merchant Services organization. In this capacity she was responsible for nationwide community bank partnerships, including sales, operations, marketing, finance, as part of the revenue share alliance program.

Prior to her experience at First Data, Atkinson served as senior vice president at TeleTech Holdings Inc., and has also held senior positions with AT&T, Deloitte and Touche Consulting, and XO Communications.

Known among her peers as driven, highly strategic and visionary, Atkinson has consistently demonstrated her dedication to women's issues and has remained highly involved in the community. She has served as a member of the Denver Metro Chamber's Executive Board, co-president of the Metro Denver Network, and president of the University of Denver Alumni Board of Directors. She was appointed to the Governor's Commission on Science and Technology, and received the national "Women in Technology Outstanding Achievement Award." In 2009, Atkinson was the recipient of the "Randolph P. McDonough" Alumni Award, for her volunteer services at the University of Denver.

Atkinson came to Colorado as a child, and considers herself a native. She earned her Bachelor of Arts (BA) degree from Southern Methodist University in Dallas, and a Masters of Business Administration (MBA) degree from the Daniels School of Business at the University of Denver. She is married to William Duffy Atkinson and has two daughters, Catherine Fallert and Caroline Rose.

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The Women's Foundation of Colorado

Think Big. Be Bold. Make Change. This is The Women's Foundation of Colorado's mission. Since 1987, The WFCO has invested millions in nonprofit organizations throughout the state to dramatically change the lives of Colorado's women and girls. Through research, education, advocacy and collaboration, The WFCO sets the agenda and leads systemic change, creating greater opportunities for women and girls to succeed in the 21st century economy. The goal of The Foundation is for every woman in Colorado is economically self-sufficient, and every girl in Colorado is on the path to economic self-sufficiency in adulthood. We believe that changes in public policy will have the greatest impact in assisting women in their efforts to achieve economic self-sufficiency. For more information visit www.wfco.org or call 303-285-2960.

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