



Media Contacts: Kim Sporrer, APR
(303) 285-2961
(303) 621-4989 - mobile
kims@wfco.org

NEWS RELEASE

Andrew Silver
Western Union Corporate Communications
(720) 332-4119
andrew.silver@westernunion.com

The Western Union Foundation Supports The Women's Foundation of Colorado Annual Luncheon

The Western Union Foundation will match donations made at annual gala event, up to \$30,000, to support The Women's Foundation's statewide work for Colorado women and girls

DENVER, COLO. (September 23, 2013) — The Women's Foundation of Colorado (WFCO), a Denver-based nonprofit committed to building resources and leading change so that every woman and girl in Colorado achieves her full potential, today announced a \$30,000 matching gift commitment from The Western Union Foundation.

To encourage philanthropy and generous support of The Women's Foundation of Colorado, The Western Union Foundation will match all donations (dollar for dollar), up to \$30,000, made during the Podium Ask at the organization's 21st Annual Denver Luncheon, which will be held October 24, 2013 at the Colorado Convention Center. The event's keynote speaker will be Actress and Humanitarian America Ferrera who is best known for her fearless portrayal as 'Betty Suarez' on ABC's hit comedy *Ugly Betty*, a breakthrough role that has earned Ferrera an Emmy[®], Golden Globe[®] and Screen Actors Guild Award along with other awards.

"We greatly value our relationship with The Western Union Foundation and admire its commitment to helping communities they serve," said Louise Atkinson, President and CEO of The Women's Foundation of Colorado. "Their work with our organization will enable donations to be doubled which will inspire people to give generously in support of our important work for Colorado's women and girls."

"The Western Union Foundation is dedicated to creating a better world, where the ability to realize dreams through economic opportunity is not just a privilege for the few but a right for all," said Western Union Foundation President Patrick Gaston. "The mission of The Women's Foundation of Colorado and its inclusive work helping women and girls obtain economic self-sufficiency and reach their full potential is very inspiring and aligns with mission and values of The Western Union Foundation."

Other event sponsors include: FirstBank, CBS4 Denver, Comcast Universal, Barbara Bridges, Vladimir Jones, Hunt Alternatives Fund, Anadarko Petroleum Corporation, DaVita, MillerCoors, Rocky Mountain PBS, Women With A Cause and Susan Kiely, and The Denver Post Community.

To learn more about the Denver Luncheon, visit www.wfco.org/DenverLuncheon. Tickets and tables opportunities are available at www.wfco.org.

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Western Union Foundation Sponsors Matching Gift for The Women's Foundation of Colorado/2

About The Women's Foundation of Colorado

The mission of The Women's Foundation of Colorado is to build resources and lead change so that every woman and girl in Colorado achieves her full potential. We are committed to boldly leading systemic change to advance economic opportunity for all women and girls in Colorado; using research to build knowledge and guide action; building philanthropy that supports and champions women and girls in Colorado; demonstrating and promoting inclusiveness and commitment to diverse people, partners and ideas; and creating strategic partnerships throughout the state to service our mission. For more information, visit www.wfco.org or call 303-285-2960.

About The Western Union Foundation

The Western Union Foundation is dedicated to creating a better world, where the ability to realize dreams through economic opportunity is not just a privilege for the few but a right for all. With the support of The Western Union Company, its employees, Agents, and business partners, The Western Union Foundation works to realize this vision by supporting education and disaster relief efforts as pathways toward a better future. Our combined social ventures efforts make life better for individuals, families and communities around the world. Since its inception, The Western Union Foundation has committed more than \$90.2 million in grants and other giving to more than 2,657 nongovernmental organizations in more than 130 countries and territories. The Western Union Foundation is a separate 501(c)(3) recognized United States charity. To learn more, visit www.westernunionfoundation.org.

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