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PepsiCo Pays It Forward for Women’s History Month

Santa Ana, California (March 30, 2015) - Women’s History Month is generally a time to celebrate the generations of women whose contributions to our society have proved invaluable. But instead of looking back this year, women from PepsiCo in Aliso Viejo, California paid it forward by donating their time and skills to empower 30 women in transition to make positive changes in their lives. Partnering with WHW (Women Helping Women/Men2Work) and other community volunteers on Friday, March 27th, the Women’s Inclusion Network (WIN) of PepsiCo provided one-on-one support to female clients participating in WHW’s second annual “Smart and Sophisticated Day,” in celebration of Women’s History Month.

The day was aimed at empowering women in transition by providing them with tools, resources and interactive workshops to propel them to move forward in seeking and securing employment. The successful women from PepsiCo, many who have overcome obstacles themselves, served as a catalyst to encourage women who are struggling to forge ahead. Additionally, PepsiCo has coordinated region-wide donation events during the month of March at all Pepsi Beverages locations in Southern California and Southern Nevada to provide men’s and women’s professional clothing and accessories needed to support the work of WHW.



Women’s Inclusion Network (WIN) of PepsiCo

Erin Taylor, PepsiCo’s California Regional Director of Workplace and Education, who was a volunteer at the event, said “The Women’s Inclusion Network (WIN) at PepsiCo is proud to support WHW and their programs that provide vital support to men and women re-entering the workforce in our communities.” The vision of WIN, a PepsiCo Employee Resource Group, is to empower female employees to make a difference for themselves, their business and their community.



Joleen Helmlinger, PepsiCo volunteer

The annual event, which was also held in ten other locations around the country, was sponsored by The Women’s Alliance (TWA) dba Alliance of Career Development Nonprofits, a national organization of independent, community-based member organizations who provide professional attire and career skills training to low income women and men and by Ariela & Associates International, one of the largest privately held lingerie companies in the country.

Participation in the event was provided at no cost to WHW clients and consisted of professional wardrobe training by Lauren Solomon, a premier image consultant, a workshop on how to make an impactful self-introduction by Cindy Goss, founder and CEO of Propel Business Solutions, personal shopping for a complete professional outfit and goodie bag of jewelry and hygiene items. The female clients were also treated to a luncheon featuring keynote speaker, Lisa Hughes of Hughes & Hughes family law practice in Tustin. Hughes, who grew up in the foster care system, suffered from poverty, abandonment, abuse and neglect, knows all too well the trials that WHW clients face in their journey to self-sufficiency and is driven to help turn potentially bleak futures bright.



Lisa Hughes of Hughes and Hughes, Keynote Speaker

Post event surveys indicated that every participant felt more confident, more professional and more prepared for upcoming job interviews. Said one participant of the event, "This was truly empowering and delightful!"

About WHW. WHW is a 501(c)(3) whose mission is to provide comprehensive employment support services to empower disadvantaged men, women and teens to achieve economic self-sufficiency through employment success and who has served over 60,000 clients since 1993. WHW's Employment Success Program includes resume and interviewing skills, workshops, computer classes, image consulting, professional clothing appropriate for interviews and transportation services. Supported by United Way, WHW's services are always at no charge to clients and 275 referring non-profit partners. For more information on WHW and its Employment Success Program, go to www.whw.org.

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