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For Immediate Release

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Free Financial Conference Puts Women in the Driver's Seat to Success
YWCA Announces the 2010 Money Conference for Women

HARTFORD, CT—YWCA Hartford Region and honorary chair Connecticut State Treasurer Denise L. Nappier will host the 9th annual *Money Conference for Women*, a free event to help women take charge of their financial futures and put them in the driver's seat on the road to financial success. The event will take place Saturday, October 23, 2010 from 7:30 a.m. – 2:00 p.m. at the Connecticut Convention Center and will feature Keynote Speaker Michelle Singletary, author and nationally syndicated columnist.

Women face tough financial challenges especially in today's troubled economy. Statistically, women earn less than men working in the same position and continue to work in jobs that pay less. The discrepancy between income levels for women of color is even larger. These disparities increase a woman's likelihood to suffer financial insecurity and live in poverty during her later years.

The *Money Conference for Women* is designed to address these special challenges women face in their work and personal lives. The conference features workshops given by financial experts including budgeting, investing, retirement planning, and home ownership. In addition, there will be a financial expo including a variety of financial service providers.

Online registration for the conference will begin August 16 at 2 p.m. through YWCA's website at www.ywc Hartford.org. All registered attendees at the conference will receive a complimentary copy of Singletary's new book *The Power to Prosper: 21 Days to Financial Freedom*. For more information on the event including sponsorships, go to www.ywc Hartford.org.

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Established in 1867, YWCA Hartford Region is the third oldest affiliate YWCA USA, a women's membership movement dedicated to **eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all**. YWCA Hartford Region provides programs and services in the greater Hartford area including child care, supportive housing, teen leadership development, racial justice awareness, financial literacy, and economic empowerment. For more information, visit www.ywc Hartford.org.