

own it.

## press release

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### ywca of the hartford region launches *Own It* campaign for 'gen y' women

[Hartford – September 16, 2009] – YWCA of the Hartford Region has joined with the YWCA USA national office and other local YWCA associations around the country to launch *Own It*, a national grassroots campaign that invites Generation Y women, ages 18-30, to engage in community service on behalf of women. The campaign will also partner with young women to advocate for the YWCA's priority policy issues, including racism, gender discrimination and economic empowerment for women.

“During the next year, the YWCA of the Hartford Region will partner with these smart, compassionate young women and provide opportunities for them to be involved with our key issues and community services,” said Deborah Ullman, Chief Executive Officer of the YWCA of the Hartford Region. “As the nation's oldest and largest women's organization, the YWCA has continually reached out to new generations of women to provide critically important services to at-risk women, especially those who are victims of domestic violence or sexual assault, are homeless or in need of job skills training.”

In communities around the country, the YWCA will reach out to Gen Y women on college campuses, at community colleges and trade schools, and in faith communities and employers' offices to connect them with volunteer service opportunities. This campaign complements the services of the YWCA of the Hartford Region provided to women of all ages and backgrounds with resources and programs such as child care, supportive housing, leadership development, racial justice awareness, and financial literacy. The YWCA of the Hartford Region recognizes that these services and programs help empower and enrich the lives of women in the community.

Last year, the YWCA served approximately 2,300 people in the greater Hartford area. To meet the needs of families in the greater Hartford area, the YWCA of the Hartford Region provides high quality childcare to 500 families in seven towns; offers a Time Out for Parents (TOP) crisis intervention program that provides families going through difficult times with childcare, counseling, education, and community resources; leadership and development skills for nearly 200 young women through the Young Women's Leadership Corps; safe and supportive housing for more than 130 individuals at Soromundi Commons in partnership with the Chrysalis Center, Inc. and a strong advocacy voice for issues affecting women and girls. Each year the YWCA also hosts, the Money Conference for Women. The conference empowers women with new financial knowledge, resources, and tools for budgeting, retirement planning, debt elimination and investing. Another signature event of the YWCA is the In the Company of Women luncheon where women of diverse backgrounds connect to network and hear an inspirational story from a distinguished woman.

At the campaign's new Web site, [www.ywcaownit.org](http://www.ywcaownit.org), young women are encouraged to share their stories about issues that matter to them, and to send in photos, videos, and stories to illustrate their community service projects, volunteer work, and other activity with YWCA on behalf of women.

The YWCA is celebrating its 150th anniversary this year. “We are demonstrating our continued commitment to American women by reaching out to this new generation of young women – the nation's

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future leaders – by ensuring we are listening to their concerns and hopes for the future, as well as working together with them to improve our community,” said Ullman.

Founded in 1867, the YWCA of the Hartford Region is the third oldest affiliate of the national YWCA USA. The YWCA of the Hartford Region is a non-profit organization that provides social services, advocacy, education and leadership development programs, and racial justice initiatives. Please visit our Web site at: <http://www.ywcahartford.org/>.

For more information about the YWCA’s *Own It* campaign, please visit [www.ywcaownit.org](http://www.ywcaownit.org).

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