



## New women's financial empowerment initiative launches in Edmonton

November 25, 2016

Media are invited to join Councillor Bev Esslinger as she officially launches Women & Money, a new initiative which aims to create an informative and accessible community for women to increase their financial decision-making knowledge and confidence.

**Date:** Monday, November 28, 2016

**Time:** Noon

**Location:** City Room, City Hall

Women & Money is a volunteer committee comprised of women leaders from local businesses, financial institutions and not-for-profit agencies. Committee members and stakeholders will gather to celebrate and share their personal stories of financial empowerment and learnings.

Women & Money is part of City Council's Women's Initiative, led by Mayor Don Iveson and Councillor Bev Esslinger. The Women's Initiative was formed in 2014 to explore the issues and opportunities facing Edmonton women and how Edmonton can become a municipal leader in gender equity.

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### For more information:

[edmonton.ca/women/](http://edmonton.ca/women/)

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