

## New Women's Financial Empowerment Initiative launched in Edmonton

November 28, 2016

Councillor Bev Esslinger along with women leaders from local businesses, financial institutions and not-for-profit agencies officially launched Women & Money, a new women's financial empowerment initiative in Edmonton.

"Women & Money grew out of the recognition that all women benefit from financial independence, whatever their income or circumstances," said Councillor Esslinger. "Financial matters affect women of all ages, cultures and socio economic backgrounds. We all need to educate ourselves to make decisions for our future and be good stewards of our money."

Women & Money, a volunteer committee, 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.

"Women & Money is truly about women who believe in helping women," said Tasha Giroux, Women & Money Committee member and Regional Vice President, Commercial Financial Services with RBC. "With diversity and inclusion at the core of our values we're proud to support programs like this."

Through social media, videos, events and activities, Women & Money will address a variety of financial topics – everything from holiday spending to mortgages to wills and estate planning. Subject matter experts and women from across Edmonton will share their real-life financial stories and advice.

"We want Women & Money to be accessible, fun and informative," said Councillor Esslinger. "I hope this is just the beginning of a national movement to financially empower women from across the country."

Women & Money will hold its first event on February 7, 2017 at MacEwan University where women will have the chance to network with other women and gain valuable financial information. Details are available at [wamcan.ca](http://wamcan.ca), [Facebook](#) and Instagram at [@womenandmoneyeg](#).

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