



FOR IMMEDIATE RELEASE

**REGION OF WATERLOO CELEBRATES INTERNATIONAL WOMEN'S DAY 2021 WITH
FREE ALL-DAY, VIRTUAL EVENT PROGRAM**

Women in Communications and Technology — Waterloo Region Chapter to host day of online celebration of women in local community on March 8, 2021

WATERLOO, ON | MARCH 4, 2021 — In celebration of International Women's Day on March 8, Women in Communications and Technology — Waterloo Region Chapter (WCT-WR) is partnering with community organizations to host a full day of virtual events featuring some of the Region's most notable female names participating in live panel discussions, pre-recorded vignettes, musical interludes, interactive games and other activities.

International Women's Day is a global day of celebrating the social, economic, cultural and political achievements of women. It also marks a call to action for accelerating gender equality. The theme for this year's campaign is #ChooseToChallenge — highlighting women and organizations who have chosen to challenge gender bias and inequity while helping to create an inclusive world that empowers women and celebrates their achievements.

"Although our traditional ways of celebrating women in our community may look different this year, connecting with one another to collaborate and forge positive change for women has never been more important," said Sherry Shannon-Vanstone, CEO of Profound Impact Corporation and Co-Chair of WCT-WR.

International Women's Day in Waterloo Region is traditionally celebrated by community organizations and members via a range of activities that celebrate the women who have made, and continue to make, a difference in the Region. With COVID-19 restrictions limiting in-person

gatherings in 2021, the the #ChooseToChallenge Waterloo Region event will be hosted through the Profound Impact digital community platform.

“We are very excited to be hosting just one of the 500+ impactful virtual events worldwide on the Profound Impact platform in 2021, to help foster the meaningful connections our platform was designed to do,” said Vanstone.

Waterloo Region’s #ChooseToChallenge day of events will run from 8:30am — 5:00pm on Monday, March 8 and include engaging conversations on the following topics:

- Women in Science
- Impact of Youth in the Community
- Impact of Mentoring
- Female Tech Founders
- Recognizing Women Making a Difference in our Community
- Choose to Challenge in Waterloo Region

Additionally, donations will be facilitated via the platform throughout the day for Kitchener Waterloo Community Foundation’s Fund for Gender Equality, which provides funding to organizations that have demonstrated a long-term commitment towards a future grounded in equity, inclusion and justice for women, girls, Two-spirit, and gender-diverse people.

Proud partners and participating organizations in this year’s event include, BMO, Durrell Communications, Kitchener Rotary, OpenText, Perimeter Institute, RBC, University of Waterloo, Vidyard and Wilfrid Laurier University.

Participant attendance is open to all and free of charge to attend at any point throughout the day. For more information on the Waterloo Region’s International Women’s Day 2021 celebration and to register, visit <https://demo.profoundimpact.com/#/iwd2021wr>.

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ABOUT WOMEN IN COMMUNICATIONS AND TECHNOLOGY

Women in Communications and Technology (WCT) is a national association committed to advancing women in Canadian information, communications, media and technology. WCT inspires and engages women from coast to coast through professional development programs, networking and events, mentorship and opportunities to recognize achievements in Canada’s digital economy.

Website: www.wct-fct.com

ABOUT PROFOUND IMPACT CORPORATION

Profound Impact connects great people to do great things by providing a unique and transformational digital community to measure the worldwide impact of an organization and by facilitating and accelerating connectivity to inspire collaborative solutions to difficult global problems.

Website: www.profoundimpact.com

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