PRESS RELEASE

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9 Cities, 1 Night-Supporting the Next Generation of Women Leaders

San Francisco, CA- October 11, 2016. IGNITE is pleased to announce a partnership with EILEEN FISHER, Inc. aimed at inspiring more young women to step up and become the next generation of political leaders.

On the evening of October 13, IGNITE and EILEEN FISHER, Inc. are collaborating to host screenings of IGNITE’s “We All Belong Here” video in nine EILEEN FISHER stores across the country. This short video addresses the messages society should be sending young women about their political ambition. The video screening will be followed by an intimate conversation between a politically ambitious young woman and a local elected official.

The EILEEN FISHER stores that are hosting events are: Boston-Copley, Chevy Chase, Dallas-NorthPark, Denver, Edina, GREEN EILEEN-Seattle, LA-Robertson, New York-Upper East Side, and Palo Alto-Stanford.

Elected women confirmed to join the evening events and share the unique leadership experiences are: Cheryl C. Kagan, Maryland State Senator; Jennifer Staubach Gates, Dallas City Council; Amy Howorth, Manhattan Beach City Councilwoman; Marisol Alcantara, New York Senate Elect, Alondra Cano, Ninth Ward City Minneapolis Council Member; M. Lorena González, Seattle City Council; Christine Barber, Massachusetts State Assemblywoman; Kathleen Conti, Colorado House of Representatives and, Donna Rutherford, Mayor, East Palo Alto.

“We have a serious equity problem in this country: Women make up over half the population but hold just 22% of elected offices. Research shows that at this rate we will not reach parity for another 100 years. A century is too long to wait! IGNITE is thrilled to partner with EILEEN FISHER to have a national conversation about how we can address this issue by activating the next generation of young women to stand up and own their fair share of political power.”- Anne Moses, Founder & President of IGNITE.

“EILEEN FISHER believes it is vital to accelerate gender parity in politics and is proud to join IGNITE in their efforts. Through this partnership - customers, youth and nonprofit partners can come together and show their support for young women while they connect with elected officials about their journeys, seek advice and declare their ambition. We hope this will send a strong message to young women that they have a role to play in public leadership and that we believe in them. And to society that everyone has a part in encouraging the next generation of leaders. We invite businesses and individuals to join us and tell a girl she can.”- Reisa Brafman, Social Consciousness Leader of Community Partnerships & Women’s Initiatives

For more information on the events visit: www.ignitenational.org/eileenfisher

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About IGNITE

IGNITE is building a national movement to dramatically increase the pool of women who are prepared and eager to become the next generation of political leaders. To date we’ve trained over 5,000 young women. As a nonpartisan 501c3, IGNITE builds political ambition in high school and college-aged young women in their own communities. We provide civic education, exposure to women in political leadership, hands on training and work opportunities, and a peer network of women who support and nurture each other’s aspirations for civic and political leadership.

www.ignitenational.org

ABOUT EILEEN FISHER

EILEEN FISHER has been creating effortlessly chic clothes for over 30 years. Designed with pure shapes and fine fabrics, the collections offer sophistication, comfort and style that lasts. As a socially conscious company, EILEEN FISHER is a pioneer in eco-friendly fashion and in supporting global initiatives that empower women and girls. The clothing is sold at over 66 EILEEN FISHER retail stores, over 300 department and specialty stores across the US, UK and Canada as well as 2 Green Eileen stores, which are part of the company's innovative recycling program. EILEEN FISHER is the largest women's fashion company to be a certified B Corporation, voluntarily meeting high criterion for social and environmental performance, accountability and transparency.

http://www.eileenfisher.com