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FOR IMMEDIATE RELEASE

Non-Profit launches new campaign to empower girls and women

#HerPower™ campaign aims to reinforce continuous accountability for gender equality

(Windsor, ON) Windsor-based non-profit, Build a Dream, today announced the official launch of a new campaign to empower girls and women with a series of activations throughout 2021:

- Build a Dream is calling on the community to **make a diversity and inclusion pledge** in support of this year's International Women's Day (IWD) theme **#ChooseToChallenge**
- Build a Dream will officially launch the campaign during their **virtual HerPower™ Day event for the stakeholders and champions** of the organization on March 9. The virtual event reinforces the importance of continuous accountability that is critical to create and maintain a growth mindset.
- Build a Dream has released a **new #HerPower merchandise line** that embodies the organization's values: promoting education, empowerment, inclusion, and diversity.

"I am so incredibly proud of this organization and the strides we have made. Launching this campaign is another step towards a more inclusive, diverse and equitable workforce," says Nour Hachem-Fawaz, Build a Dream's President & Founder.

"At Build a Dream, we believe that our voices have power," says Hachem-Fawaz. That's why the campaign starts with the organization challenging itself and the community to make a pledge as part of the **#HerPower™** campaign, unifying the community through pledges to nurture an inclusive world.

Unifying current supporters will begin with **#HerPower™ Day**.

"We've gathered thought leaders in the diversity and inclusion space to lead authentic and open conversations about what effects internal and external bias have on the world around us, and how to challenge oneself and others to create positive change." The event will also have a forum for attendees to meet in virtual breakout rooms to create a safer space for deeper conversations and connections surrounding creating change together.

In tandem with the **#HerPower™** campaign, Build a Dream has launched a merchandise line. Hachem-Fawaz created the design alongside the Reitmans design

team as the winner of the 2020 Reitmans Diversity Contest. Nour was selected as the eighth ambassador for the Reitmans campaign and Build a Dream received a generous \$10,000 donation. Sales of the merchandise go back and directly support ongoing programs at Build a Dream but making a purchase actually has even more impact. The merchandise was printed through The Downtown Mission of Windsor's Chari-Tee's, a social enterprise that gives 100% of proceeds directly to The Mission's programs while providing vocational training, skills development, and employment support for those in need of assistance.

Build a dream is very proud to be launching this initiative on International Women's Day. Not only does the campaign highlight the need for supporting ALL women at all levels within their careers, but it positively impacts the organization's growth by fostering a culture of empowerment from within:

To learn more about Build a Dream, its ongoing initiatives, or [to make a pledge](#), visit www.webuildadream.com.

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