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[Take The Lead](#) Challenge Event Brings Sheryl Sandberg, Facebook COO & Lean In Author, to Gammage Auditorium, ASU, February 19, 2014 & FREE On-line Livestream

New initiative commits to women holding fair share of leadership positions by 2025

(New York, NY) – Sheryl Sandberg, COO of Facebook and author of Lean In, headlines at the *Take The Lead* launch of a new initiative to prepare, develop, inspire, and propel women to take their fair share of leadership positions by 2025. The ticketed event takes place February 19, 2014 at Gammage Auditorium, Arizona State University, Tempe from 6 to 8:30 p.m. MST. It is open to the public and available FREE, nationwide on-line livestream.

The program is sponsored by [Take The Lead](#) in partnership with Arizona State University. “*Take The Lead* is the movement for this moment. Gender parity in pay and leadership is good for business and the economy; it’s the right thing to do; and it’s way past time,” said [Gloria Feldt](#), women’s advocate and *New York Times* bestselling author who is Co-Founder and President of *Take The Lead*. Amy Litzenberger, former investment banker, is Co-Founder and Chairperson.

In addition to Sandberg who will be introduced by the Hon. Barbara Barrett, former Ambassador to Finland, the program features prominent leaders who will inspire, motivate and call to action. Speakers include Karen Finney, host of MSNBC Disrupt , who moderates the panel on Women, Media and Leadership (co-sponsored by the Women’s Media Center and ASU Cronkite School of Journalism), Erica Gonzalez, Editor-in-Chief of El Diario/La Prensa, Pat Mitchell, president of the Paley Center for Media, ASU President Michael Crow and Carla Harris, Managing Director Morgan Stanley.

“*Take The Lead* challenges women, men, organizations, and policy makers to change the playing field,” said Feldt. “We’ve had years with no progress toward parity so we’re putting a stake in the ground to change this.” Feldt noted that women represent half the population, earn nearly 60% of college degrees, and occupy 47% of the workforce yet hold only 18% of top leadership positions across all sectors, 16.9% of corporate board seats, and 8.1% of the top earner slots.

Take The Lead expects to reach 1 million virtual attendees through on-line, live-stream. For information about *Take The Lead*, the Challenge event <http://www.taketheleadwomen.com/take-lead-challenge-launch-event/about-the-event/> , on-line livestream and how to create your own event <http://www.taketheleadwomen.com/partner-materials/> and tickets

<http://www.taketheleadwomen.com/take-lead-challenge-launch-event/attend-event/> , go to www.taketheleadwomen.com.

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