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[Take The Lead](#) Challenge Event Featuring Sheryl Sandberg, Facebook COO & Lean In Author,  
Available FREE On-line Livestream Nationwide

*Gammage Auditorium, ASU, hosts launch of new initiative that commits to women holding fair share of leadership positions by 2025, February 19, 2014*

(New York, NY) – Women all over the country can tune in FREE on February 19, 2014, 6 pm. MST to see Sheryl Sandberg, COO of Facebook and author of Lean In, headline at *Take the Lead*. This new initiative, which prepares, develops, inspires, and propels women to take their fair share of leadership positions by 2025, launches at Gammage Auditorium, Arizona State University and expects to reach 1 million virtual attendees through on-line, live-stream. The ticketed event is open to the public.

The program is sponsored by [Take The Lead](#) in partnership with Arizona State University. “In the 1920s women marched for the vote; in the 1960s we marched for equality. Now we are mobilizing for parity,” said [Gloria Feldt](#), women’s advocate and *New York Times* bestselling author who is Co-Founder and President of *Take The Lead*. 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. Amy Litzenberger, former investment banker, is Co-Founder and Chairperson of *Take The Lead*.

The launch event features Karen Finney, host of MSNBC Disrupt, who will moderate the panel on Women, Media and Leadership (co-sponsored by the Women’s Media Center and ASU Cronkite School of Journalism) along with Erica Gonzalez, Editor-in-Chief of El Diario/La Prensa, Pat Mitchell, president of the Paley Center for Media. ASU President Michael Crow, Carla Harris, Managing Director Morgan Stanley, and the Hon. Barbara Barrett, former Ambassador to Finland, complete the program.

“We want women and men all over the country to hold *Take The Lead* Challenge parties that evening and invite their friends to be part of our launch through Livestream,” said Feldt. “It’s free and it’s easy.”

*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](http://www.taketheleadwomen.com).

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