

## GoDaddy Supports Women's Leadership Movement

SCOTTSDALE, Ariz. (March 18, 2014) – [GoDaddy](#), the world's largest technology provider dedicated to small businesses, is committed to helping women advance professionally with a new online tool. GoDaddy is sponsoring the Close The Gap App™, which helps create a personal strategy for women to close the leadership and pay gap.

The interactive educational tool was unveiled at the [Take The Lead](#) Challenge in Tempe, Ariz. February 19, where guests packed Arizona State University's Gammage auditorium for the inaugural event. Thousands more joined via live streaming. Facebook COO and "Lean In" author Sheryl Sandberg was the keynote speaker. Guests listened to inspiring stories about leadership and the mission to prepare, develop and propel women to take their fair share of leadership positions across all sectors by 2025. GoDaddy's sponsorship provided the app to attendees at no charge. So far, more than 30,000 people have viewed the Close The Gap App™ and more than 2,000 people have downloaded it.

How big of an issue is imbalance of women in leadership roles? Today, women reportedly make up half the workplace, but occupy only 18 percent of the top leadership positions.

"GoDaddy's support of the Close The Gap App™ is part of the movement for positive change," said Take The Lead CEO, Co-Founder and President Gloria Feldt. "GoDaddy's sponsorship is a great example of how one of Arizona's best known technology companies is supporting Take The Lead's national initiative to empower women to reach their full potential."

Click [here](#) to learn more about Take The Lead and download the Close The Gap App™ for a \$10 membership fee.

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### About GoDaddy

GoDaddy's mission is to radically shift the global economy toward small businesses by empowering people to easily start, confidently grow and successfully run their own ventures. With more than 12 million customers worldwide and 57 million domain names under management, GoDaddy gives small business owners the tools to name their idea, build a beautiful online presence, attract customers and manage their business. To learn more about the

company, visit [www.GoDaddy.com](http://www.GoDaddy.com).

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