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Contact: Gloria Feldt, Take The Lead
9177155107, gloriafeldt@taketheleadwomen.com

Take The Lead's #25not95 Campaign Calls for A Commitment to Gender Parity by 2025

New York, NY – February 19, 2015: According to the World Economic Forum, the world won't reach gender equality in the workplace until the year 2095. [Take The Lead, an initiative that aims to achieve gender parity in leadership across all sectors of work and civic life by 2025](#), is directly challenging that prediction. **Through the #25not95 campaign, Take The Lead asks organizations and individuals to pledge their commitment to making gender parity a reality in ten years, not 80.**

"Now is our moment. For the first time, we have ample evidence that companies with women in leadership make more money. Political bodies with more women have better decision-making processes," asserts Gloria Feldt, co-founder and president of Take The Lead. "We can make huge strides...if we take this opportunity."

Women make up half the workplace but only 18% of top leadership positions across all sectors, earning 77 cents for every dollar a man earns. Women hold 17% of Fortune 500 director seats and 4% of CEO positions. However, the current cultural shift is more supportive of women's leadership. Take The Lead believes that challenging gender roles bolsters women's leadership, and helps change the systems that discourage women from embracing their power to lead.

The campaign coincides with the first anniversary of Take The Lead's launch on February 19th, 2014. In recognition of the anniversary and the campaign, prominent leaders are speaking out on how we can begin working towards gender parity now.

"Women's leadership is important because real equality in the workplace and the home will make all of us better off. When we use the full talents of the population, our countries and companies are more productive," explains [Sheryl Sandberg, COO of Facebook](#). "When men are 50/50 partners at home, marriages are stronger. When men are active fathers, their children are healthier, happier, and more successful. To reach leadership parity, we need to encourage women and men to work together towards equality."

Take The Lead's comprehensive learning programs, role models, mentoring, and thought leadership is unique in addressing women's relationship with power. The initiative fosters collaboration to change existing systems of inequality and supports women in adapting themselves to collectively move the dial from where it has stalled for almost 20 years.

"Women's leadership is important because women are half the talent of the human race, and we're especially crucial right now because we don't have our 'masculinity' to prove," [notes Gloria Steinem](#). "One thing we can do now to reach parity by 2025 is lead by example."

The **#25not95 campaign** asks supporters to share how they will contribute to the movement for parity, or to publicly recognize a friend or coworker whose actions push us closer to the goal. Dozens of prominent women business leaders and organizations including [Lean In](#), [The Women's Media Center](#), [She Negotiates](#), [Ellevest](#), [Women Moving Millions](#) and [Arizona State University](#) have already signed on in solidarity.

“Women's leadership is important because the world has been without the full benefit of the talent, creativity and ideas of half its population for far too long,” asserts Arizona State University President, Michael Crow. “One thing we can do now that will help us reach leadership parity by 2025 is to thoughtfully design high-quality, inclusive institutions of higher learning that provide meaningful opportunities for all individuals to maximize their knowledge and leadership abilities.”

To get involved in #25not95, visit taketheleadwomen.com to sign the pledge and join the campaign on social media using the hashtag. Supporters also can access a new weekly #25not95 newsletter, special invitations to a new series of Virtual Happy Hours (the first one on March 3rd featuring [Morgan Stanley Vice Chairman Carla Harris](#)), and advance notice of online leadership courses and local events.

***TAKE THE LEAD** prepares, develops, inspires and propels women to take their fair and equal share of leadership positions across all sectors by 2025. It's today's women's movement — a unique catalyst for women to embrace power and reach leadership parity.*

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