



FOR IMMEDIATE RELEASE

Event: The Lydia Project Women's Outreach and Dessert and Coffee Competition Expo

Date: Sunday, September 1, 2019

Time: 8AM-5PM

Location: South Coast Winery Resort & Spa Grand Ballroom
34843 Rancho California Road, Temecula, CA

Women Organizing Women, Inc (WOW) is excited to host the 3rd Annual Lydia Project Women's Outreach and Annual Dessert and Coffee Competition Expo!

The purpose of the Women's Outreach fundraiser is to support the Lydia Project US, Africa and India.

- Our **Mission** is to assist women who desire to own or currently own a micro-business and/or grass-root non-profit organization through networking platforms, resources, tools and training during our annual outreach workshops.
- Our **Goal** is to help women overcome the cycle of co-dependence to welfare systems and the like, which ultimately lead to generational poverty.
- Our **Objectives** are to change the mindset and behavioral fears that prevent women from developing their talents and achieving their dream of starting a business.

The Lydia Program is designed to teach personal development, family values, health and wellness, physical, emotional and spiritual wellbeing through Christian concepts, financial literacy, stewardship, commitment, marketing and business acumen through monthly meetings, workshops and the annual Lydia Project Women's Outreach. Tickets for the Lydia Project must be purchased online @ <https://womenorganizingwomeninc.org/the-lydia-project/> or call 951-926-7400

The day will include:

- Leadership Breakfast, Bonnie Calkins, facilitator <http://www.bonniecalkins.org/>, Called to Kingdom Ministry
- Lunch during an International Panel discussion between women from all walks of life
- International Fashion show, choreographed by Smita Vasant, Owner and founder of Saffron Spot <https://www.facebook.com/saffronspot/> and Los Angeles India Fashion Week, <https://www.facebook.com/laindiafashionweek/> The fashion showcase will include clothing made by women from Africa and India. The proceeds from the fashion show will go back to the women in these underserved communities.
- The Lydia Marketplace, where women business owners and women non-profit leaders can exhibit their business and/or non-profit and display items for sale. The cost to be a vendor or exhibitor is \$50.
- Dessert competition between non-profit leaders or pastry chefs who are competing for their favorite non-profit with cash prizes of \$500, \$350 and \$250 to be use towards he non-profit organization initiatives.
- Lydia Love Bags (LLB) bags full of goodies. This bag will be given to the first 50 women who register.

The Lydia Project Desserts and Coffee Competition Expo provides a platform for non-profit leaders to build relationships, network, and bring awareness to the community about their organization and how they serve the community. Each non-profit will be represented by a local pastry chef or novice baker who will present a uniquely sweet creation in the hope of winning one of the top 3 cash prizes of \$500, \$350 or \$250 for their non-profit. The cost to enter the competition is \$25 and desserts should be prepared for 100 people.

The public's participation is needed to taste and vote for their favorite dessert. The cost to attend the Lydia Project Dessert and Coffee Competition Expo is \$25 for adults and \$15 for children 4-11years. Children 3 and under are free. All children must be accompanied by an adult. Sponsorships are available for women receiving services in the Inland Empire. WOW anticipates 300+ in attendance. Competition begins at 2pm.

We need your vote for the People's Choice Award so get your tickets today!

Tickets for the Lydia Project Desserts and Coffee Competition Expo can be purchased online @ <https://womenorganizingwomeninc.org/desserts-coffee/> via email tvdessertcoffee@gmail.com or at the door.