

PRESS RELEASE

October 8, 2019 / For Immediate Release

WEIFORWARD partners with The Phoenix

The Phoenix is very proud to announce our new partnership with WEIForward

Founded as a response to the Call to Action of the United Nations Secretary-General's High-Level Panel on Women's Economic Empowerment, WEIForward is a collaborative initiative focused on promoting women's economic empowerment across the globe. The Phoenix was tapped to support WEIForward with Brand Development projects as well as the design of the organization's new Visual Representation (Logo, Color Palette, Typography) for the Brand that is to be applied across digital and traditional communications.

The Phoenix will also provide ground support, overall production and amplification at their upcoming conference that will take place in Edinburg, Scotland in November 2019. Prior to the conference, The Phoenix team will also assist WEIForward with the development and implementation of a high-impact social media amplification campaign. This powerful event will feature presenters and delegates from several continents and focuses on Opportunities and Challenges for Equity, Inclusive Growth and Sustainability for women around the world. World-class sponsors including Master Card, The Royal Bank of Scotland and Standard Life Aberdeen, are among the many supporters of this important initiative and event.

For more information about WEIForward, or to find out how you can get involved, please visit <https://weiforward.org/>

Phoenix Lifestyle Marketing Group is a full-service marketing agency specializing in insights-driven Brand Development, Brand Strategy, Campaign Design and Program Execution. We leverage our expertise in iconic Brand Architecture and our network of strategic partnerships to



cultivate meaningful connections that unite Brands and their audiences. At The Phoenix, we pride ourselves on delivering on time, every time and on brand, every day to exceed our clients' expectations and deliver results.

Learn more about us at PhoenixLMG.com or find us on Social Media Platforms @PhoenixLMG