



**The SheShift Foundation Media Kit**

**Event:** Texas State University Bobcat Career Prep

**Date:** April 4, 2024

**Location:** LBJ Ballroom, Texas State University

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### 3. Career Fair Press Release

**FOR IMMEDIATE RELEASE**

**April 1, 2024**

**Contact:** Riley McDermott

**Telephone:** (512) 789-0123

**E-mail:** [media@sheshiftfoundation.org](mailto:media@sheshiftfoundation.org)

**Website:** [www.sheshiftfoundation.org](http://www.sheshiftfoundation.org)

**Address:** 123 Empowerment Road, Austin, Texas



#### **The SheShift Foundation to Sponsor and Participate in Texas State University's Bobcat Career Prep**

SAN MARCOS, TX – The SheShift Foundation, a champion for women's empowerment and support, is proud to sponsor and participate in the Bobcat Career Prep at Texas State University. This event will be held on April 4, 2024, from 1 PM to 5 PM in the LBJ Ballroom, providing a platform for recent graduates to begin their careers in public relations and advocacy with an organization that values dynamic ideas and social change.

At the fair, The SheShift Foundation will showcase career opportunities and discuss the impactful work we do. Graduates interested in contributing to meaningful projects will find a welcoming space to network with our team and learn about the roles that drive our mission forward.

"We're not just a team; we're a community dedicated to making a difference," says Adrienne Booker, CEO of The SheShift Foundation. "We welcome fresh talent to join us in our efforts to uplift and empower women."

For more information, please visit our website or reach out to Riley McDermott, Director of Public Relations, at [media@sheshiftfoundation.org](mailto:media@sheshiftfoundation.org).

## 4. Press Release #1

**FOR IMMEDIATE RELEASE**

**March 7, 2024**

**Contact:** Riley McDermott

**Telephone:** (512) 789-0123

**E-mail:** [media@sheshiftfoundation.org](mailto:media@sheshiftfoundation.org)

**Website:** [www.sheshiftfoundation.org](http://www.sheshiftfoundation.org)

**Address:** 123 Empowerment Road, Austin, Texas



### **The SheShift Foundation Launches in Austin to Empower Women Out of Homelessness with the "Light the Path" Walkathon**

AUSTIN, Texas (March 7, 2024) – The SheShift Foundation, a nonprofit based in Austin, has unveiled its premiere event, the "Light the Path" Walkathon, set for April 15, 2024, at Zilker Park. The event is poised to rally the community around the cause of aiding women on their journey from homelessness to self-reliance, and to garner support for crucial initiatives including job training and educational programs.

Ahead of the event, The SheShift Foundation's CEO, Adrienne Booker, shared her perspective on the significance of the walkathon and its role in the foundation's mission "Our 'Light the Path' Walkathon isn't just a moment to come together—it's a powerful step forward in the movement to empower women emerging from homelessness," said Booker, "Each participant in the walkathon is not only showing their support but is also helping to cast a light on the pathways we can create together toward security and empowerment for these women."

The walkathon is anticipated to be a day of inspiration, featuring compelling speakers, success narratives, and community participation, complemented by live music, local food vendors, and interactive booths. These elements will not only entertain but also provide an opportunity for attendees to engage with the mission of The SheShift Foundation.

To register for the "Light the Path" Walkathon or to find out how you can be a part of The SheShift Foundation's cause, please visit [www.sheshiftfoundation.org](http://www.sheshiftfoundation.org). Take a step with us toward making a lasting difference in the lives of Austin's women.

## **5. Press Release #2**

### **FOR IMMEDIATE RELEASE**

**April 1, 2024**

Contact: Riley McDermott

Telephone: (555) 789-0123

E-mail: [media@sheshiftfoundation.org](mailto:media@sheshiftfoundation.org)

Website: [www.sheshiftfoundation.org](http://www.sheshiftfoundation.org)

### **The SheShift Foundation Receives \$100,000 Donation from Philanthropist MacKenzie Scott**

AUSTIN, Texas – The SheShift Foundation, a pivotal force in empowering women out of homelessness, is thrilled to announce a significant donation of \$100,000 from renowned philanthropist MacKenzie Scott. This generous contribution marks a milestone in the foundation's journey, enabling us to expand our outreach and enhance the support structures for women striving for self-reliance and independence.

The SheShift Foundation has been at the forefront of addressing homelessness among women by providing comprehensive support that includes job training, educational initiatives, and a nurturing community. The impact of MacKenzie Scott's donation will be immediate and far-reaching, offering new hope and opportunities to countless women.

Adrienne Booker, CEO of The SheShift Foundation, said the remarkable donation from MacKenzie Scott is not just a gift to our organization; it's a lifeline for the women we support

“With these funds, we plan to broaden our job training programs, increase educational opportunities, and strengthen our community network,” said Booker, “thereby forging more pathways to success for women emerging from homelessness.”

To learn more about how The SheShift Foundation is making a difference and how you can contribute to our mission, please visit our website at [www.sheshiftfoundation.org](http://www.sheshiftfoundation.org). Together, we can light the path toward a brighter, more secure future for women in our community.

## **6. Biography**

### **Riley McDermott**

Riley McDermott serves as the Director of Public Relations for The SheShift Foundation, a role she has embraced with passion and dedication since the foundation's inception in 2023. A senior at Texas State University, majoring in Public Relations, Riley combines her academic prowess with her commitment to social causes, specifically focusing on empowering women. Her leadership and strategic communication skills have been instrumental in raising awareness and fostering community engagement for the foundation.

## 7. Fact Sheet

**Contact:** Riley McDermott  
**Telephone:** (512) 789-0123  
**E-mail:** [media@sheshiftfoundation.org](mailto:media@sheshiftfoundation.org)  
**Website:** [www.sheshiftfoundation.org](http://www.sheshiftfoundation.org)  
**Address:** 123 Empowerment Road, Austin, Texas



### Fact Sheet

**Date Founded:** 2023

**Mission:** To empower women emerging from homelessness to achieve self-reliance through job training, educational initiatives, and a supportive community network.

**Products/Services:**

- Job training programs for vocational training and skill development.
- Educational programs providing access to education and personal development workshops.
- A supportive community network for women to share experiences and resources.

**Key Executives:**

- Adrienne Booker, CEO
- Riley McDermott, Director of Public Relations

**Awards:**

- 2024 Best Nonprofit for Women's Empowerment: Awarded by the National Empowerment Association.

**Clients:**

- Over 500 women served since inception, with a 75% success rate in achieving employment and secure housing.

**Annual Revenue:** \$250,000 in donations and grants for the fiscal year 2023-2024.

**Community Engagement:**

- Light the Path Walkathon: Annual event raising awareness and funds for women's homelessness.

- Empowerment Workshops: Monthly workshops open to the community, focusing on skill-building and personal development.

**Interesting Facts:**

- The name "SheShift" symbolizes the shift towards empowerment and independence that the foundation aims to instigate in the lives of women.
- The foundation has a network of over 100 volunteers dedicated to mentoring, teaching, and supporting our programs.

**Headquarters/Operating Locations:**

- Headquarters: Austin, Texas
- Operating Locations: Plans to expand services to Houston and Dallas by 2025.

## 8. Social Media Posts

### Before the Event:

"Excited to meet the future changemakers at Texas State University's Bobcat Career Prep on April 4th! Visit The SheShift Foundation's booth to learn how you can join our mission. ✨ #Empowerment #CareerPrep"



### During the Event:

"We are live at Texas State's LBJ Ballroom! Stop by our booth until 5 PM today for a chance to join our passionate team and make a difference. #SheShiftCareers #TXST"



### After the Event:

"Thank you to all the inspiring students who visited us at the Bobcat Career Prep! We are

thrilled to see such talented individuals eager to drive change. Stay tuned for more opportunities. #ThankYouTXST #SheShiftImpact"

