

**MEDIA ADVISORY**

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**30 LOW-INCOME WOMEN TO GRADUATE FROM WOMEN'S INITIATIVE  
BUSINESS TRAINING PROGRAM IN SAN JOSE**

*Comerica Bank to Grant \$75,000 to Support Women's Initiative for Self Employment Program*

**WHAT:** Thirty new graduates of Women's Initiative for Self Employment's Simple Steps business training program in San Jose will celebrate their achievement at a graduation ceremony as they prepare to launch their businesses throughout Silicon Valley.

**WHEN:** Tuesday, July 20  
6 – 8 p.m.  
Marketplace of graduate businesses followed by graduation ceremony

**WHERE:** CET  
701 Vine Street  
San Jose, CA

**WHO:** The keynote speaker for the event is **Cheryl Wong, co-chair of the Comerica Bank Women's Initiative**. In addition, Otis Watson, Assistant Vice President, Northern California, Comerica Bank, will be presenting Women's Initiative with a check for \$75,000 to support Women's Initiative for Self Employment's program in the Silicon Valley

Women's Initiative is one of the largest microenterprise training and funding organizations in the country. For more than 20 years, Women's Initiative has been providing low-income women throughout the Bay Area with business training, funding and ongoing support to start and grow their own businesses and achieve financial self-sufficiency.

**WHY:** The women who go through the Women's Initiative program significantly increase their income and assets while launching businesses, creating jobs and stimulating the local economy. Just one year after graduating, average household income increases 60%; two years after graduating, average household net worth grows 300%. Based on our research, we expect **that the 30 women in this graduating class will provide nearly 75 jobs in the next five years.**

**Interview opportunities** with Women's Initiative executives and graduates as well as with Comerica Bank executives will be available.

**Very visual. Photo opportunities** include graduates receiving diplomas and being congratulated by friends and family, check presentation by Comerica Bank, and various speakers

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