



**Media Contacts:**  
Michelle McKenna and Anthea Holley  
mmckenna@pstrategies.com  
aholley@pstrategies.com  
512-432-1915 and 940-704-0777

**For Immediate Release**

**Pennsylvania Conference for Women Announces “Show Us Your Spark!”  
Small Business Boot Camp Contest**

*Contest highlights perseverance of small businesses in challenging economy*

**Philadelphia – Sept. 19, 2011** – To celebrate the first-ever Pennsylvania Conference for Women and Spark & Hustle Small Business Boot Camp, the Conference announces the “Show Us Your Spark!” Small Business Boot Camp contest.

The contest winner will receive the opportunity to highlight her business before 5,000 women on the main stage at the Pennsylvania Conference for Women, Oct. 25 at the Pennsylvania Convention Center in Philadelphia. Nine additional finalists will receive coaching to help pitch their businesses, and will also be featured on the Pennsylvania Conference for Women website and Tory Johnson’s Spark & Hustle website, and benefit from social media promotion from both organizations.

“I’ve seen firsthand how the Great Recession has walloped small businesses across the nation,” said Tory Johnson, CEO of Women For Hire and Spark & Hustle and “Good Morning America” workplace contributor. “But we know that women are tougher than the times, and we want to honor those who have vowed to live fearlessly no matter the obstacles in their way.”

“Show Us Your Spark!” was conceived by the organizers of the Pennsylvania Conference for Women and Johnson as a way to highlight the determination, resolve and creativity of women in small business during the current economic downturn. Johnson will host the Conference’s Small Business Boot Camp on Oct. 24. The day will feature practical tools, easy to implement tactics, peer networking, inspirational speakers, panel discussions, interactive exercises, and vendor exhibits, all designed specifically for small businesses.

“I’ve experienced the power of speaking on that conference stage to 5,000 women, and this grand prize is a game-changing opportunity for any business owner,” Johnson added. “The ‘Show Us Your Spark!’ contest is a priceless opportunity for someone working to grow their small business, get it off the ground, or just keep it afloat in these trying times. This is the kind of exposure that can launch endless opportunities.”

— more —

### ***Contest and Event Details***

Contest entrants must register to attend the Small Business Boot Camp and Pennsylvania Conference for Women. Entries will include a description of the business, the most significant obstacle the business has faced, and how the entrant has overcome hurdles to succeed in trying times.

Full details on the “Show Us Your Spark!” contest, the Small Business Boot Camp and the Pennsylvania Conference for Women are available on the conference website, <http://www.paconferenceforwomen.org>.

Registration for the Small Business Boot Camp is \$240 and includes a ticket to The Pennsylvania Conference for Women. The Boot Camp is sponsored by SurePayroll.

### ***Pennsylvania Conference for Women***

The eighth annual Pennsylvania Conference for Women will take place on Tuesday, Oct. 25 at the Pennsylvania Convention Center in Philadelphia. Keynote speakers include women’s rights pioneer Gloria Steinem; Emmy and Golden Globe award-winning actress America Ferrera; President and CEO of CARE USA, Helene Gayle; former Olympic athlete and WNBA player Marion Jones; life coach and *O, The Oprah Magazine*, columnist Martha Beck, Campbell Soup Company CEO Denise Morrison, leadership expert Betsy Myers and author Gretchen Rubin.

The Pennsylvania Conference for Women features engaging workshops and panel discussions that cover a vast range of topics specifically designed for women, a new Health & Wellness Pavilion and networking opportunities at the Career Pavilion, which include community leader “Meet Ups,” Mentor Match program and one-on-one resume critiques.

### ***Pennsylvania Conference for Women Sponsors***

The Pennsylvania Conference for Women is co-presented by Citizens Bank, and Campbell’s Soup serves as the co-chair sponsor. AARP, ABC 6, AmeriHealth Mercy, Amtrak, Campbell Soup Company, Cancer Treatment Centers of America, Citizen’s Bank, Clear Channel Radio, FedEx Ground, Highmark Blue Shield, LinkedIn, PA Wine and Spirits, PECO, PNC Bank, Sunoco PA, Thomas Jefferson Hospital, Vanguard and Wells Fargo will serve as sponsors of the Conference. Sponsorship for the Pennsylvania Conference for Women is still open. For more information, please contact Lisa Alonge at 866-509-7242 or [lalonge@conferenceforwomen.org](mailto:lalonge@conferenceforwomen.org).

### ***Registration***

Registration is \$150 and can be completed online at <https://www.event-registration.biz/pawc/introduction.asp>. High school juniors and seniors and college students attending the Conference receive a rate of \$70 with a valid student ID. Scholarships are available for high school students.

###