



PRESENTING SPONSOR



Alicia Keys to Address Virtual Massachusetts Conference for Women on Dec. 10th

Keys joins Awkwafina, Doris Kearns Goodwin and other prominent women voices to offer solutions and wisdom amid challenging times for women

*****Please note: media credentials are required to cover the Conference. Please fill out [this form](#) to request credentials*****

October 5, 2020 – Today, it was announced that globally celebrated music icon, artist, songwriter, producer, author and activist **Alicia Keys** will join an influential lineup of prominent women voices at the all-virtual [Massachusetts Conference for Women](#) on December 10th.

A 15-time Grammy Award-winning artist, songwriter and producer, Keys released her long-awaited seventh studio album [ALICIA](#) earlier this month to critical acclaim. In addition to her world-renowned accomplishments in the world of music, Keys is an accomplished author (her New York Times best-selling book [More Myself: A Journey](#) was released in March), actress, film/television/Broadway producer, entrepreneur and powerful force in the world of activism.

“We are absolutely thrilled to add Alicia Keys, a multi-talented artist and activist, to our incredible lineup during these pivotal times,” said Gloria Larson, Massachusetts Conference for Women Board President. “She is a champion for gender equality and women’s empowerment, and her body of work and social justice activism truly embody our Conference’s mission on behalf of women in all stages of life.”

Keys joins an array of speakers including **Awkwafina**, Golden Globe winning actress and producer; **Doris Kearns Goodwin**, presidential historian and Pulitzer Prize winning author; **Rachel Cargle**, an activist, academic, and prominent voice on race and feminism; and **Stephanie Land**, an economic justice advocate and author of the best-

selling book *Maid*.

Anchored by these powerful keynotes, the highly interactive Massachusetts Conference for Women – the largest of its kind in the state – will offer actionable solutions for women as a global pandemic takes a steep toll on them economically and as women join in a nationwide cry for racial justice. This year’s 16th annual Conference will offer real-world tools for these challenging times, including breakout sessions on topics such as mental health and personal finance; resume and career coaching; corporate job recruiting; and an interactive exhibit hall featuring women-owned businesses.

The Massachusetts Conference for Women is presented by [State Street Corporation](#) and generously sponsored by [Merck KGaA, Darmstadt, Germany](#); [Target](#); [Cisco](#); [Boston Scientific Corporation](#); [Bristol-Myers Squibb](#); [Fidelity Investments](#); [Hologic, Inc.](#); [Johnson & Johnson](#); [Liberty Mutual Insurance](#); [MFS Investment Management](#); [Raytheon Technologies](#); [Sanofi Genzyme](#); [Takeda Pharmaceuticals](#); [TD Bank](#); [Teradyne](#); [The TJX Companies, Inc.](#); [Akamai Technologies](#); [Biogen](#); [Blue Cross Blue Shield of Massachusetts](#); [Converse](#); [Cynosure](#); [Kronos](#); [Merck & Co.](#); [New Balance](#); [Ocean Spray](#); [P&G Gillette](#); [Pegasystems](#); [Thermo Fisher Scientific](#); [Vertex](#); [Aternity](#); [Bentley University’s Gloria Cordes Larson Center for Women and Business](#); [Bose Corporation](#); [Commonwealth Financial Network](#); [GSK](#); [Juniper Networks](#); [National Grid](#); [PTC](#); and [Weber Shandwick](#); and media sponsors [The Boston Globe](#); [WBUR](#); and [WCVB-TV Boston](#).

HOW TO REQUEST MEDIA CREDENTIALS: Please fill out [this form](#) to apply for media credentials to cover the keynote addresses and other offerings of the Conference. Once your credential request is accepted, we will provide more detailed instructions regarding media access and potential interview opportunities. https://docs.google.com/forms/d/e/1FAIpQLSc2-H2AJGzEcqYuCtHrAEmR4DBUKTabV1gLaxaQwWZtWYUhsW/viewform?usp=sf_link

#MASSWomen

www.MAConferenceForWomen.org

Facebook: <https://www.facebook.com/maconferenceforwomen>

Twitter: <https://twitter.com/masswomen>

Instagram: <https://www.instagram.com/masswomen/>