



The Women's Conference®

The Nation's Premier Forum for Women

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The Women's Conference 2010 Expands to Three Days with Maria Shriver's March on Alzheimer's on October 24

The Women's Conference 2010 will be held from Sunday, October 24 to Tuesday, October 26 in Long Beach; Full Speaker Line-Up to be Announced on June 17; Tickets Go On Sale to Public on June 23

LOS ANGELES (June 3, 2010) – The Women's Conference announced today that the nation's premier forum for women that annually hosts more than 100 world opinion leaders and 30,000 women from all walks of life will expand to three days in 2010 with the addition of **Maria Shriver's March on Alzheimer's** and candlelight vigil.

Maria Shriver's March on Alzheimer's and candlelight vigil will kick off The Women's Conference 2010 in the Shoreline Village area of Long Beach on Sunday, October 24 from 3:00 p.m. to 7:00 p.m. Joining Maria Shriver will be Event Emcee **Leeza Gibbons** and Event Co-Chair **Peter Gallagher**. Additional celebrity co-chairs and event entertainment will be announced in the coming weeks.

“Alzheimer's is a mind-blowing disease that disproportionately impacts women – both as victims and caretakers of loved one's suffering from it,” said Shriver. “With more than 5 million people diagnosed with Alzheimer's in this country and a new diagnosis every 70 seconds, I believe it's time to pick up the pace and start marching to defeat this devastating disease.”

Maria Shriver has been a long-time advocate for families like hers who are struggling with Alzheimer's and the march will bring together thousands of families, friends, caregivers, concerned community members and conference attendees to raise funds and awareness to fight the disease.

Online registration for Maria Shriver's March on Alzheimer's and candlelight vigil is now open at <http://www.womensconference.org>. A minimum donation of \$25 is required to sign-up for the march and all participants will be encouraged to raise additional funds to support the work of the **Alzheimer's Association**, the leading voluntary health organization in Alzheimer care, support and research.

More details about the march, including route logistics, will be released in the coming weeks at <http://www.womensconference.org>.

Other key conference dates:

- The full line-up of speakers and stage programming details for all Women's Conference 2010 events will be announced on Thursday, June 17.
- Tickets to all conference events will go on sale to the public on Wednesday, June 23 at 9:00 a.m. PDT. Last year, all conference events sold out and tickets to the Main Event sold out in the record-breaking time of less than one hour. Conference organizers are expecting an even greater demand for tickets this year.

Each year, The Women's Conference seeks to expand the reach of its life-changing event to larger numbers of people and this year is no exception. On Monday, October 25, the second day of the conference will begin with **A Day of Health, Wellness & Transformation**. Due to popular demand,

the second-annual event will be doubled in size to more than 3,200 attendees. The event will be hosted by Maria Shriver and will feature more than 20 world-class issue experts leading interactive sessions packed with practical tips and tools for how attendees can transform themselves personally and professionally and become Architects of Change in their lives.

The conference's second day will be capped off with **Night at The Village**, an event that transforms the Long Beach Convention Center's exhibit hall into an over 160,000 square foot women's village for more than 10,000 attendees. Hosted by Maria Shriver, the event will feature stage conversations with prominent speakers and renowned experts; stage interviews and book signings with dozens of best-selling authors; live entertainment and cooking exhibitions; and interactive shopping experiences with women-focused products, services and information from more than 330 exhibitors.

On Tuesday, October 26, more than 70 world opinion leaders and approximately 14,000 attendees will gather at the conference's **Main Event**. The Main Event will once again be a place for the conference's signature once-in-a-lifetime conversations and news-making moments that combine the world's most authentic and influential voices in discussions about the issues that matter most to women and shape their lives. During the afternoon main stage session, The Women's Conference will continue its tradition of honoring the most remarkable women with the presentation of the prestigious Minerva Awards. The special ceremony will feature remarks by all Minerva Award recipients and will culminate with a special concert event.

The mission of the California Governor & First Lady's Conference on Women, the non-profit organization that produces The Women's Conference, is to create Architects of Change – people from all walks of life who see a problem and seek to create the solution, be it in their home, their community, their state or our world. Proceeds from The Women's Conference Main Event, Night at The Village and A Day of Health, Wellness & Transformation benefit the organization's WE Programs. The Women's Conference has formed strategic partnerships with established organizations to create lasting change through its six far-reaching programs – WE Educate, WE Invest, WE Connect, WE Act, WE Inspire and WE Honor. Through these programs, The Women's Conference community works together 24/7 on the front-lines of humanity to finance dreams and invest in entrepreneurs, lift people out of poverty, help end the cycle of domestic violence, send young women to college, build community centers, playgrounds and gardens, honor courage, wisdom and strength, and inspire people by the remarkable history of their state.

The Women's Conference 2010 is supported by generous sponsors that share its mission of empowering, inspiring and educating women. Many of our sponsors have been with us for all seven years under Shriver's leadership, including Safeway, who returns as a Conference Presenting Sponsor and Target, who returns as The Minerva Awards Presenting Sponsor. Lean Cuisine returns as A Night at The Village Presenting Sponsor, and the Shinnyo-en Foundation returns to present A Day of Health, Wellness and Transformation. New sponsor Kodak will join the Conference this year as a Presenting Sponsor.

WomensConference.org — *The Home for Architects of Change* — has become a thriving online community of more than one million women who visit the site to be empowered with daily editorial and video content, inspirational conversations and stories, and life-changing tips, tools and resources.

For more information about The Women's Conference, visit: <http://www.womensconference.org>.

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Editor's Note: Press registration will open on Thursday, June 17 at 9:00 a.m. PDT at <http://www.womensconference.org>. Press must register for a credential to cover any conference event.