



SOROPTIMIST

Best for Women

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For Immediate Release:

Media Contact:

Michelle A. Bart, Public Awareness Director

helpingheroes@earthlink.net

(626) 644-3472

SOROPTIMIST OF SOUTHWEST WASHINGTON LAUNCHES NEW WEBSITE

Vancouver, WA – As the new fiscal year begins July 1st for many organizations throughout the country **Soroptimist International (SI) of Southwest Washington** has taken a new approach in their communication and public awareness initiatives this year - “we have launched our first ever website (www.sisouthwestwashington.org) and have expanded our social networking and outreach on sites like Facebook, Twitter, and YouTube,” said Michelle Bart, SI Southwest Washington Director of Public Awareness.

“Soroptimist is an international organization for business and professional women who work to improve the lives of women and girls, in local communities and throughout the world. Locally we have continued to raise money [through our famous Estate Sales and other special events] and put it back into the community and one of the best forms of reaching our audience is through the Internet,” said Bart. Local projects include: Human Trafficking Awareness and Public Forums, Domestic Violence education and support, and education and awareness of missing children in our community. Partnerships include: YWCA Clark County, American Cancer Society, Salvation Army, and National Vigil For Hope.

Almost 95,000 Soroptimists in about 120 countries and territories contribute time and financial support to community-based and international projects that benefit women and girls. The name, Soroptimist, means "best for women," and that's what the organization strives to achieve. Soroptimists are women at their best, working to help other women to be their best.

For more information on Soroptimist or membership log onto www.sisouthwestwashington.org

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