

Contacts: Brandyn Moore-Rodriguez, (210) 204-9277 cell, BMoore-Rodriguez@unitedwaysatx.org

FOR IMMEDIATE RELEASE

Gay Gaddis to headline United Way Women United *Power of the Purse* Luncheon

Celebrated Texas author, entrepreneur and owner of one of the largest woman-owned advertising agencies in the U.S. to address local philanthropists

SAN ANTONIO, TEXAS – (May 17, 2018) – Gay Gaddis, author of *Cowgirl Power: How to Kick Ass in Business and Life*, founder and CEO of T3, entrepreneur and artist, will be the keynote speaker at United Way’s 4th annual Women United *Power of the Purse* luncheon on Thursday, May 17, at Valero.

Founded by Gaddis in 1989, T3 is one of the largest independent woman-owned advertising agencies in the country, with more than 200 employees nationwide and a growing roster of Fortune 200 clients.

Gaddis has received numerous awards and honors including *Fast Company*’s “Top 25 Women Business Builders” and *Inc. Magazine*’s “Top 10 Entrepreneurs of the Year.” She is a regular contributor to *Forbes* and *Fortune*.

A mother of three, Gaddis is also the co-owner of the Double Heart Ranch, a 900-acre working ranch in the historic Texas Hill Country. She says, “One day I’m in a boardroom. The next, I’m driving an excavator on my ranch, covered in dirt.” Her message to Women United members will provide advice on helping women find their “inner cowgirl” to develop their own personal power and open new opportunities.

“We are so honored for Gay to share her inspiring message with us,” said Laura Vaccaro, Women United chair and vice president of events and community relations for Valero. “She is a shining example of how women across America are supercharging their performances in today’s competitive business world while caring for others through commitment and philanthropy.”

The Women United *Power of the Purse* event celebrates the combined philanthropy that is changing thousands of lives across Bexar County. In the last 18 years, Women United has invested over \$60.6 million to bring strength and independence to San Antonio women, children and families.

Last year alone, over 3,100 WLC members opened their purses contributing a record-breaking \$3.9 million.

The lunch event benefits Women United's [Signature Cause Childcare Scholarships](#). Childcare is a major factor impeding many parents with children at home from completing a college degree or vocational training.

"In many homes across Bexar County, women's empowerment remains a pipedream," Vaccaro said. "Too many women, and men, are missing out on the opportunity to get an education and the tools they need to support themselves, their children, and their families.

Last year, the WLC awarded 50 childcare scholarships through its signature cause, providing childcare assistance to 88 children and their parents who are pursuing financial stability through higher education and/or full-time job training. Recipients are able to continue their education and feel confident that their children are receiving affordable, quality childcare.

"We are proud to share that 12 scholars graduated in 2017 and another eight of our childcare scholarship beneficiaries graduated in spring 2018," said Vaccaro.

In support of the childcare scholarships, over 90 donated purses will be available for purchase by attendees as part of a silent auction, in addition to a purse raffle.

Hosted by Valero, *Power of the Purse* sponsors include: Valero Energy Corp., Cavender Auto, CPS Energy, Documation, H-E-B, HOLT CAT, Methodist Healthcare Ministries, NuStar Energy, Price Waterhouse Cooper, Randolph Brooks Federal Credit Union, SWBC Insurance Services, Inc., Security Service Federal Credit Union, Silver Eagle Distributors, L.P., Texas A&M University-San Antonio/St. Philips College, University Health System, and University of Texas Health Science Center.

About United Way:

United Way is the largest private investor in health and human services programs in San Antonio and Bexar County. United Way focuses on 1) preparing children for school and life, 2) helping students graduate and succeed, 3) supporting strong individuals and families, and 4) providing safety net services for those in immediate need. For more information, visit www.unitedwaysatx.org or call (210) 352-7000.

About the Women United:

[Women United](#) mobilizes women who strengthen our community by investing in and promoting programs that positively impact our community's children, families and future. Women United members include professionals, community volunteers, and civic leaders who offer their time, energy and talent, serving as catalysts for positive change.