



For Immediate Release

Contact: Pamela Valenzuela
(703) 370-7436
pvalenzuela@womcom.org.

**THE ASSOCIATION FOR WOMEN IN COMMUNICATIONS
CELEBRATES 100 YEARS OF CHAMPIONING WOMEN IN COMMUNICATIONS**

ALEXANDRIA, Va., April 8, 2009 – The Association for Women in Communications (AWC) celebrates its 100th anniversary today (April 8, 2009), the day seven women journalism students at the University of Washington in Seattle, WA, banded together to let their voices be heard. They created an honorary women’s journalism society called Theta Sigma Phi and united their talents in creating the first women’s edition of the university newspaper, *The Pacific Daily Wave*.

From its roots as that collegiate society, the organization (www.womcom.org) has evolved into a strong national network of 2,500 active member communicators in a broad range of disciplines. With 26 professional chapters, more than 30 student chapters, and a large number of independent members, AWC represents communicators in print and broadcast journalism, graphic design, photography, online communications, public relations, advertising, marketing, new media and much more.

In 1972, the organization’s name was changed to Women in Communications, Inc. (WICI) and in 1996 it became known as the Association for Women in Communications to better represent its purpose: to champion the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications arena.

In celebration of the organization’s 100 years, AWC will launch a number of new initiatives, including a Powerful Voices blog (www.awcpowerfulvoices.wordpress.com/about/) providing stories of the past as well as the present, which is already online. In June, AWC will kick off a series of monthly webinars, with the initial three planned to discuss Basic Web Design; E-Communications; and Creating Video Online.

Oct. 15-17, AWC’s annual national conference will be held in Seattle, where the organization first began. In addition to a slate of top level speakers, AWC will launch “100 Women of Note,” a program showcasing the contributions made by women communicators during the past century. Also, a DVD on the history of AWC, featuring an oral and visual history of communications and AWC’s role, will premiere.

For further information on the 100th anniversary celebrations or to become an AWC member, contact AWC at info@womcom.org or call (703)370-7436.

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