



For Immediate Release

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**WOMEN'S WAY & WOMEN FOR SOCIAL INNOVATION ANNOUNCE
LAUNCH OF TURNING POINT ACTION AWARD
*Higher Ed Students/Social Innovators Eligible to Apply for \$15,000 Grant***

PHILADELPHIA – Oct. 29, 2008 – In a time of economic uncertainty, a group of Philadelphia women are putting their money to work to generate social change. [WOMEN'S WAY](#) and Women for Social Innovation, a Philadelphia area giving circle, are now accepting applications for the first Turning Point Action Award. The annual award will support the project of an emerging social entrepreneur who develops a creative and entrepreneurial solution to a seemingly difficult problem affecting women, girls or families in the greater Philadelphia area.

Applicants must be currently enrolled as a graduate or undergraduate student in an accredited private or state institution of higher education or they must be an emerging leader (volunteer, board member or employee) in the nonprofit sector. Applicants must be at least 18 years old and live or be in enrolled in school in Bucks, Chester, Delaware, Montgomery and Philadelphia counties in Pa., and Camden, Burlington, or Gloucester counties in N.J. Applicants must have an educational institution or other 501(c)(3) not for profit organization to sponsor their project and can not be an employee of the sponsoring organization

Entries are due to WOMEN'S WAY by 5 p.m. on Monday, Dec. 29, 2008. Students will be judged on project goals, vision of success, innovation, impact, feasibility and entrepreneurial spirit. Women for Social Innovation will announce the winner at the annual WOMEN'S WAY award dinner in May 2009.

For application information, [visit WOMEN'S WAY's website](#). A pre-application information session will be held on November 11, 2008 from 6:30 to 8:00 pm in the Tuttleman Center Auditorium at Philadelphia University (School House Lane & Henry Ave., Philadelphia, Pa., 19144). The session will answer questions about the application process and requirements. Applicants are encouraged to attend. RSVP to pamgarden@comcast.net.

Women for Social Innovation is a donor-advised fund of WOMEN'S WAY whose mission is to provide philanthropic investments to emerging social innovators whose ideas hold promise to improve life for women, girls or families in the greater Philadelphia area. Throughout the nation, individuals – especially women – are creating giving circles to share a collaborative process of hands-on philanthropy. The core membership of Women for Social Innovation reflects a diversity of ages, prior philanthropic experience, professional backgrounds and interests.

Founded in 1977, WOMEN'S WAY is the nation's oldest and largest women's funding federation. WOMEN'S WAY's mission is to fight for and achieve women's equality, safety, self-sufficiency and reproductive freedom through women-centered funding, advocacy and education.

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