



For Immediate Release

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**HOLIDAY SEASON BRINGS OPPORTUNITY TO CHANGE LIVES:
DEADLINE FOR SECOND ANNUAL \$15,000 TURNING POINT PRIZE IS DECEMBER 28, 2009.**

PHILADELPHIA – December 1, 2009. The deadline for applications for the second annual Turning Point Prize of \$15,000 is December 28, 2009. This award, offered by Women for Social Innovation and Women’s Way will support the project of an emerging social entrepreneur whose idea holds promise to improve the lives of women, girls, and families in the Greater Philadelphia area.

In May, 2009, Women for Social Innovation gave its first award to Jamie Gauthier for her idea, *Mommy Grads*, a project designed to help single moms enrolled in college to complete their 4-year degree programs. *Mommy Grads* is now in its initial stage at Temple University.

For the application and guidelines for applicants and sponsors, please visit our website at www.womenforsocialinnovation.org. **Completed applications are due to WOMEN’S WAY by 5 pm on Monday December 28, 2009.** Applicants will be judged on project definition, project goals and impact, innovativeness of idea, feasibility of project plan, and entrepreneurial spirit. Women for Social Innovation will announce the winner at the annual WOMEN’S WAY Powerful Voice Awards Dinner on May 12, 2010.

Applicants for this year’s Turning Point Prize must be between the ages of 18 and 35 and they must live or be in enrolled in school in Bucks, Chester, Delaware, Montgomery and Philadelphia counties in PA or Camden, Burlington, or Gloucester counties in NJ. Applicants must have an educational institution or other 501(c)(3) not-for-profit organization to sponsor their project and may not be an employee of the sponsoring organization.

Women for Social Innovation is a Philadelphia area giving circle that provides financial support and advises a donor-advised fund of WOMEN’S WAY. The mission of Women for Social Innovation is to provide philanthropic investments to emerging social innovators whose ideas hold promise to improve the lives of women, girls and families in the greater Philadelphia area.

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