



For Immediate Release:

Contact: Debra Dixon-Anderson, Light of Gold PR, Marketing, and Consulting LLC

Email: [info@lightofgoldpr.com](mailto:info@lightofgoldpr.com) and [lightofgoldpr@gmail.com](mailto:lightofgoldpr@gmail.com)

Phone: 212-786-6838 – NY office or 646-399-1678

Website: <http://www.lightofgoldpr.com>

In honor of Women's History Month, Light of Gold PR hosts the 12th Annual Gold Women's Business Connect Conference on Thursday, March 21st from 11:30 a.m. - 3:30 p.m. at The A-Loft Hotel in Harlem, NY

*Panel Experts will share Tips and Strategies for Women Empowerment, Powerful Panel Discussions from Experts, Resources, Networking Opportunities and more for Business Growth*

NEW YORK, NY - In honor of Women's History Month, Light of Gold PR is hosting the 2024 Gold Women's Biz Connect Conference on Thursday, March 21st from 11:30 am - 3:30 pm at The A-Loft Hotel from 8:30a.m. to 12:30p.m. Attendees can expect illuminating discussions, networking opportunities, vendors, food, and more.

There will be inspirational insights aimed at empowering the present and future generations of women leaders. The conference will feature powerful information from our Panel of Experts. These Experts will enlighten, empower, and educate on important topics for women business owners and professionals! An expected 30-35 attendees will walk away with new knowledge, tools, and resources that can be applied right away and meet new contacts to add to their networks and improve their bottom line.

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Left to right, Debra & Athenia

This year Debra Dixon-Anderson owner of Light of Gold PR, the curator of The Gold Women's Biz Connect Conference engaged two great partners, Athenia Rodney from Juneteenth NY and Shomari Green from Gain Green Productionz.

Our Event Speakers will educate attendees on *Improving SEO*. The *Gold Women's Biz Connect Conference* will shed light on *Empowering Women* win a spectacular group of four experts to address useful topics. Host, Debra Dixon-Anderson will speak about *Running Your Business, Marketing and Digital Tips while Prioritizing Your Health*. Nickie Sunshine from Comedy in Harlem Comedy Club will speak about *Perseverance in Business*.

**Carolyn Josephs from CJ Design** will cover *Website Accessibility and SEO* and **Katanni Branham-Grey from The K-District** will speak about *Are You Pricing Yourself Into Poverty?*

Women of today need to recognize and celebrate their achievements, whether big or small, but also look for ways to tackle a new journey. **Debra Dixon-Anderson** knows first hand what it means to be a woman running a business and the trials and tribulations that come with it having run **Light of Gold PR, Marketing, and Consulting LLC for 18 years!**

**Debra stated,** *“Running a Business as a Woman, particularly as a Women of Color is not for the faint of heart! However, it is so much better when you find partners and build relationships with others whether in your Industry or in other Spaces. We feel so blessed to have great partners like **Athenia from Juneteenth NY** and **Shomari from Gain Green Productionsz.** I’m so thrilled that this year, for the 12th year to host and curate our **Gold Women’s Biz Connect Conference!** Not only are we able to offer a Conference with such a stellar group of experts who will educate, enlighten, and empower our attendees, but a gathering that allows women to engage, connect, receive the Resources that they need to be successful not only in Businesses, but also in their Careers!*

*Statistics show that ” The worldwide growth rate of women-owned businesses stands at 5%. In 2022, 47% of women ventured into the world of entrepreneurship and started their own businesses, while only 44% of men took the same initiative. In the US alone, businesses owned by women are more than 11.6 million.*

*There are more than 11.6 million firms in the U.S. that are owned by women. Of this 11.6 million, 5.4 million firms in the U.S. are owned by women of color.*

We’ve come such a long way throughout the years, but we’re not done yet!

*Event Partner, **Athenia Rodney from Juneteenth NY** states, “Women are so powerful and we pretty much run the world! I celebrate **Women’s History Month** to honor and uplift the powerful Women everywhere whether Women Business Owners, Black Women running businesses as well as Moms who are not only managing a household and balancing activities of children and spouses all while running small Black businesses. I applaud us all! Working in partnership is the cornerstone of success for any enterprise, and it brings me great joy to join forces with **Debra and Light of Gold PR** for this **Gold Women’s Biz Conference** held at **The A-Loft Hotel in Harlem!**”*

**Katanni Branham-Grey, one of our Speakers from The K-District** said, *“I’m privilege to contribute and to be part of the upcoming **Gold Women’s Business Conference**, which is always a great event! I’ll be discussing pricing strategies for women in business and shedding light on the various challenges women entrepreneurs encounter. I like being part of providing the tools that support and help women thrive in entrepreneurship.”*

**Carolyn Josephs, one of our Speakers from CJ Design & Consulting,** said, *“I’m always so glad to participate in **Debra’s Gold Women’s Biz Conference!** It’s such a wonderful feel good event and I make great contacts here. I love being a featured Speaker & Vendor. It is an honor to teach about the importance of Website Accessibility and SEO (Search Engine Optimization). Your Website and how it is Searched are such important tools to grow your business.”*

The **2024 Gold Women’s Biz Connect Conference** will be:

- **Date:** Thursday, March 21, 2024
- **Time:** 11:30 a.m.-3:30p.m.
- **Location:** The A-Loft Hotel in Harlem at 2296 Frederick Douglass Blvd & 124th Street, New York, NY 10027

Price: Admission is \$50 per person (Discount Promo Codes available on our Website extends a warm \$15 discount)

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**What participants have said about past events:**

*Dr. Anita M. Jackson- “Such an amazing conference!”*

*Amparo Connors- “Thank you, Debra for putting together some truly inspirational speakers. I took many notes & look forward to my virtual goody bag.”*

*Lauren Logan: “Debra, each year I’ve participated in your Light of Gold Conference, I’ve been impressed by the high quality of your speakers, their generosity in sharing best practices with us, and the opportunities you’ve created for us to interact with one another, many of us meeting for the first time.”*

For more information on past events, <https://lightofgoldpr.com/past-events>

For more information & to register for the event, visit <https://lightofgoldpr.com/2024-gold-women-biz-conf-1>

*The Event also includes Lunch, Refreshments, Vendors, Prize Drawings, and a Fun Speed Networking Session that starts at 11:30 am. For more information, feel free to email us at [info@lightofgoldpr.com](mailto:info@lightofgoldpr.com) or [lightofgoldpr@gmail.com](mailto:lightofgoldpr@gmail.com) or call/text us at 212-786-6838.*

Check out our Event Promo Video here: <https://www.youtube.com/watch?v=qw9soG4kZSc>

***ABOUT LIGHT OF GOLD PR, MARKETING, AND CONSULTING LLC:***

**Light of Gold PR, Marketing, and Consulting LLC**, an 18 year old boutique PR Firm that specializes in public relations, marketing, brand management, events, media relations, promotions, reputation management, writing and content, web development, digital and technology. We shed light on the gold that exists in organizations, businesses, and individuals. It exposes the hidden treasures that exist in an organization and brings these treasures to light. **Light of Gold PR, Marketing, and Consulting’s No. 1** goal is to position its clients for success. For more information, please visit [www.lightofgoldpr.com](http://www.lightofgoldpr.com), [www.goldwellnesscircle.com](http://www.goldwellnesscircle.com) and [www.goldbusinessconnect.com](http://www.goldbusinessconnect.com)

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