



FOR IMMEDIATE RELEASE

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Stand Out From the Crowd

Personal Branding Workshop Offered at Women & Family Life Center

Guilford, CT (January 3, 2019) – Women & Family Life Center (WFLC) and the Women’s Business Development Council (WBDC) are embarking on a new partnership to support women along the Shoreline and their professional development. WFLC and WBDC will be hosting a personal branding development workshop from 5:00 to 8:00 PM on Wednesday, January 23, 2019. This evening is for women looking to re-enter the workforce, change a career path or launch their own business.

The free workshop will begin with a one hour introduction about what defines an individual in a community, how to build a personal brand and what makes each person unique. The second part of the evening will be spent with one-on-one thirty minute consultations in a specific area of interest. The three topic choices will be: an individual’s professional marketing and how a bio and resume details your skills, business planning and how to launch an idea that you may have or social positioning of yourself or business through Instagram and LinkedIn. Registration is required and can be done by calling WBDC at 860.574.9246.

WBDC supports economic prosperity for women and strengthens communities through entrepreneurial and financial education services that create and grow sustainable jobs and businesses across Connecticut.

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About Women & Family Life Center: The Women & Family Life Center (WFLC) is a nonprofit organization empowering women and their families on the Connecticut Shoreline since 1991 to face challenges and transitions in their lives within a safe and intimate setting in Guilford, CT. At its core, WFLC helps women and families in crisis move to new strength, life transitions become a time of positive change rather than a time of isolation, fear, and financial distress. Women and families are able to access a strong network of support, education, and community through the staff and programs offered at WFLC. Through the support of donors, local businesses and the annual Men Who Cook event, WFLC has been able to address some of the community’s most pressing needs, including freedom from violence and harassment, access to affordable housing and economic security and success for women and their families. For more information, visit: www.womenandfamilylife.org.