



Empowering the leaders of tomorrow.

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FOR IMMEDIATE RELEASE

WHARTON WOMEN TO HOST 8TH ANNUAL DOLLAR DIVA CONFERENCE

On Friday, November 12, 2010, the University of Pennsylvania's Wharton Women will be hosting the eighth annual Dollar Diva Conference. Dollar Diva is a full-day financial seminar for high school girls and teaches the basic facts and responsibilities of managing money. Wharton Women is currently the largest undergraduate organization at the university and Dollar Diva is its biggest philanthropic event.

The day's activities consist of a variety of workshops, covering everything from creating and managing a budget to using a credit card wisely. The workshops will be followed by a presentation on interview tips, mock interviews with Dollar Diva Mentors, and a fashion show on how to dress for success. Given the current state of the economy, it is especially important that young women gain a more realistic perspective on spending. Dollar Diva will address these concepts and help the attendees find ways to apply them to their daily lives. Attendees will be able to interact with Dollar Diva Mentors, bright and motivated women who can serve as role models for Philadelphia teens.

The event will run from 9:00 AM to 2:00 PM in Houston Hall, at 3417 Spruce Street. We are expecting 200 eleventh and twelfth grade girls to attend this year.

Members of the media are welcome attend, but pre-registration is required. To register, please contact Lucy Hesby at lhесby@wharton.upenn.edu.

ABOUT WHARTON WOMEN

Wharton Women is the largest paid-member undergraduate student organization at the University of Pennsylvania. Wharton Women facilitates the personal and career development of females in business by building a network of exceptional undergraduates, professionals and faculty. It aims to provide direction, insight, and camaraderie to women from all four of Penn's undergraduate schools who are interested in business or intend to enter the business world upon graduation.

Through numerous events, such as the Annual Dinner, panels, workshops teaching professional skills, and philanthropy work, Wharton Women promotes the establishment of valuable industry contacts and aims to aid the transition between the University and the workplace. Previous speakers include Nancy Tellem, President of CBS, Tory Burch, fashion designer, Dawn Ostroff, President of the CW Television Network, Mary Sammons, CEO and Chairwoman of Rite Aid.