



Magnum Group celebrates International Women's Day

Atlanta, GA – March 2010 - Magnum Group reflects on International Women's Day

Every year on March 8th, International Women's Day provides an opportunity to reflect on the political, economic and social achievements of women around the world. Since its inception in the early 1900s, this tribute to women has been recognized as a national holiday in many countries and is commemorated at the United Nations. The Inter-Agency Network on Women and Gender Equality calls it an invaluable occasion to look ahead "to the untapped potential and opportunity that await future generations of women."

On March 9th, Magnum Group participated in a breakfast meeting organized by the National Latina Business Women Association (NLBWA) in the city of Atlanta to celebrate International Women's Day.

Lily Winsaft, CEO and Founder of Aldebaran Associates, and former President of NLBWA, shared her thoughts on a holistic approach to leadership and business in general: "Women are moving away from the super-mom ideal in order to gain and bring healthier behaviors into their families and the workplace".

Monica Maldonado, CEO of Interprint Communications, eloquently drew attention to the balance between success and realistic expectations, especially in times of economic distress. Participants seemed to agree on how our society would become healthier if we let go of unrealistic expectations on self-sufficiency that have pushed many women toward a goal Maldonado describes as "humanly impossible".

Magnum proudly endorses the celebratory message of the Inter-Agency Network on Women and Gender Equality: "When women on all continents, often divided by national boundaries and by ethnic, linguistic, cultural, economic and political differences, come together to celebrate their Day, they can look back to a tradition that represents at least nine decades of struggle for equality, justice, peace and development."

About Magnum Group

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About NLBWA

The National Latina Business Women Association (NLBWA) was founded in 2003 with the purpose of creating more representation, visibility, business development, networking and mentoring opportunities for Latinas throughout the country. Launched in Los Angeles, NLBWA has grown to seven chapters: Los Angeles, Orange County, San Diego, Inland Empire, Sacramento, Central California and Atlanta.