



For Immediate Release

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Largest Women's Business Group Launches WIPP PAC

Washington, DC (March, 2012) - Women Impacting Public Policy (WIPP) recently announced the formation of WIPP PAC, a 501 (c) 4 political action committee to increase education and awareness of the economic power of women business owners in the public policy arenas.

“This year provides an ideal opportunity for WIPP to introduce a PAC,” said WIPP President Barbara Kasoff. “WIPP has been advocating for women business owners for the past 10 years, and now is the time to identify and support those elected officials or challengers who are our allies.”

Women have long been recognized as powerful economic voices on behalf of small business. According to the Center for Women’s Business Research, the national economic impact of women-owned firms is \$2.8 trillion.

“If U.S.-based women-owned businesses were their own country, they would have the 5th largest GDP in the world,” said Kasoff. “Women-owned firms are not a small, niche market but a major contributor and player in the national economy. Now is the time to leverage that economic power, build on our legislative successes, and increase our impact on public policy on Capitol Hill.

Officers of the WIPP PAC include Ann Sullivan who will serve as the Political Director/Secretary, Nicolina Stewart as Treasurer and Kasoff as Vice President. A Board of Advisors is under formation.

Kasoff added that WIPP PAC will support issues and candidates that ensure the growth of all women-owned businesses.

WIPP is a national nonpartisan public policy organization, advocating on behalf of nearly 1 million women-owned businesses representing 61 business organizations. For more information, please visit www.wipp.org.

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