



Women in Cloud Launch 21 Day Campaign for \$1 Billion Economic Access Initiative

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Ottawa, March 6, 2020 – Today, the community-led initiative empowering women-led STEM businesses with \$1 billion in economic access by 2030, Women in Cloud, is proud to have launched a new *21 Days of Economic Access* social media campaign on Parliament Hill in Ottawa in partnership with Invest Ottawa.

“Today only 2 percent of women-led businesses in STEM win \$1 million contracts,” said Chaitra Vedullapalli, Co-Founder of Meylah and Women in Cloud. “The goal of this campaign is to engage key public officials and corporate executives in Canada and the United States to give women greater access to existing procurement vehicles for women in technology business owners so we can increase their profitability while creating jobs.”

Notable women being featured as part of the campaign via spotlight and video stories include: The Right Honorable Kim Campbell, Canada’s first and only woman Prime Minister, Washington State Senator Patty Kuderer, Kate Roberts, Founder of the Maverick Collective and Gavriella Schuster, Corporate Vice President of Microsoft, to name a few.

Women in Cloud is an official partner of the United Nations EQUALS and this campaign helps advance the UN Sustainable Development Goal (SDG) #5 to enable women to access \$1 Billion in cloud opportunities. This campaign is supported by major partners such as Microsoft, Meylah, IDEAGEN and will extend to additional major markets such as India later in 2020.

“Women in Cloud is proud to have created a proven entrepreneurship accelerator and AI-powered technology that governments and companies alike can leverage to help women in STEM win the \$1 million contracts they need to scale their businesses and secure systemic shifts in the Canadian and American procurement sectors,” said Karen Fassio, Women in Cloud Co-founder.

Women in Cloud is a community-led initiative supporting female technology entrepreneurs. Through private-public partnerships with innovative companies and leaders in technology, *Women in Cloud* creates access to partnership opportunities, programs that accelerate business growth in the cloud and strategic alliances that advance the success of women in tech. For more information about *Women in Cloud* and the *Women in Cloud* Summit please visit the website at www.womenincloud.com.

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