



#YourHourHerPower  
#DressForSuccessHonolulu  
#IWD2022  
#BreakTheBias

**FOR IMMEDIATE RELEASE**

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## **YWCA O‘ahu Celebrates Women’s History Month and International Women’s Day with “Your Hour, Her Power” Campaign**

**Honolulu** – YWCA O‘ahu has been empowering women for more than 120 years. One of their signature programs, Dress for Success Honolulu, is asking the public to join the [“Your Hour, Her Power” Campaign](#) for the month of March. It is a great way to participate in a global movement, activated at the local level.

Celebrating groundbreaking women in leadership positions for Women’s History Month and International Women’s Day 2022, “Your Hour, Her Power” highlights the pivotal role of women in driving corporate and economic gains as well as social and cultural change. This year’s honorees chosen by Dress for Success National are no exception, including actress [Scarlett Johansson](#), Good Morning America co-anchor [Robin Roberts](#) and a diverse group of corporate leaders: see the [full list of 2022 Honorees](#).

Now in its second year, “Your Hour, Her Power” is inspired by the belief that when a woman has access to opportunities that can change her life, she becomes powerful beyond measure.

**By donating just one hour of your pay, you give a Dress for Success woman access to programs, services, and tools that will help her achieve economic advancement.**

*“[Dress for Success Honolulu](#) has been a part of our local community for nearly 20 years. We have served thousands of women in their journey to achieving economic independence not only with professional attire, but also interview and job coaching as well as financial literacy classes to help them thrive.” – Stephanie Hamano, YWCA O‘ahu Economic Advancement Director*



YWCA O'ahu is seeking to raise \$5,000 during the "Your Hour, Her Power" campaign until the end of March. [Donations](#) will support Dress for Success Honolulu and its efforts to empower local women. Be sure to select the Honolulu Dress for Success Affiliate at the link below -

<https://www.yourhourherpower.org/donate>

*"I'm delighted to participate in the Your Hour, Her Power campaign benefitting the important mission of Dress for Success. The Dress for Success program does more than provide clothing. The outfits curated by Dress for Success drape a woman in confidence, empowering her to take on new challenges and achievements."* – **Darlene Blakeney, YWCA O'ahu Board Chair, EVP & Division Manager, Corporate Banking; First Hawaiian Bank**

The COVID-19 pandemic has set gender equality back an additional 36 years. Dress for Success is on the frontlines of getting women back to work and financially stable in the wake of this economic crisis. Women and women of color have been disproportionately affected by the global pandemic. By providing women access to jobs, career advancement and financial stability, we help not only them, but we also help their family and community by contributing to the global economy.

*"Once they become a part of the Dress for Success Honolulu 'ohana, women have access to financial education, job/career mentoring and a professional development opportunity. Every single service that we provide is free of charge because of the generous support from government and business partners, community organizations, and individual donors."* – **Stephanie Hamano, YWCA O'ahu Economic Advancement Director**

Images, Zoom backgrounds and logos can be found at the Google link below:

<https://bit.ly/3sfySBs>

Dress for Success Video Testimonials/B-Roll can be found at links below:

Grace Testimonial [https://youtu.be/Jh69Brr\\_q2g](https://youtu.be/Jh69Brr_q2g)

Alicia Testimonial <https://www.youtube.com/watch?v=XMPXvuMFBbQ>

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YWCA's mission is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. YWCA is one of the oldest and largest women's organizations in the nation, serving over 2 million women, girls, and their families.

[YWCA O'ahu](#) celebrated its 120th anniversary in 2020, noted as the oldest and largest women's membership organization in Hawai'i. YWCA O'ahu supports women and girls by providing opportunities for economic advancement, leadership/business development, and health and wellness. YWCA O'ahu has three facilities on O'ahu: YWCA Laniākea in downtown Honolulu, YWCA Fernhurst in Makiki and YWCA Kokokahi in Kāne'ohe.

Dress for Success is a global nonprofit that empowers women to achieve economic independence by providing a network of support, professional attire, and tools to help women. Since starting operations in 1997, Dress for Success nationally has empowered more than 1.2 million women across 144 cities in 22 countries.

[Dress for Success Honolulu](#), was established in 2003 at YWCA Oahu's Laniakea headquarters. The program has been serving women who are experiencing transitions in life of all types to help them break the cycle of poverty. All services provided to Dress for Success clients are confidential and free of charge thanks to our generous community partners. Clients can be referred to Dress for Success by community organizations or can self-refer via the [on-line client intake form](#).

