

NEWS RELEASE

For Immediate Release

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Women's group plans "Unhappy Hour" to mark Equal Pay Day

[St. Petersburg, FL.-March 17, 2008] Business & Professional Women/St. Petersburg-Pinellas (BPW) will hold the group's annual "Unhappy Hour" on Tuesday, April 22, 2008, in recognition of Equal Pay Day. The public is invited to attend the event at The Rare Olive, 300 Central Avenue, in St. Petersburg, beginning at 5:30 p.m. There is no cost to attend, however donations will be accepted to benefit the Red Purse Society, a BPW/USA effort to focus on equalizing pay for men and women in equal jobs.

Equal Pay Day, which this year falls on April 22, marks the day the average woman in the United States finally earns the same amount of pay that her male counterpart earned in the previous year. According to the 2007 U.S. Census Bureau report, the average woman is paid 77 cents for every dollar a man is paid. Therefore, if a man were paid \$50,000 to perform his job from January 1 through December 31, 2007, it will take a woman in the same position, on average, from January 1, 2007, through April 22, 2008, to earn the same amount.

BPW/St. Petersburg-Pinellas is a local organization of BPW/USA, a national alliance of individuals dedicated to improving the professional, personal, economic and educational outlook for working women. BPW's network across the country includes members of diverse ages, races, occupations and politics. BPW/USA pursues the issues that matter most to women who work including Economic Equity, Health Care and Civil Rights.

If you are unable to attend the April 22nd event at The Rare Olive but wish to support BPW/USA's initiatives to equalize pay, you may send a contribution to the Red Purse Society to P.O. Box 1063, St. Petersburg, Florida 33731

BPW/St. Petersburg-Pinellas meets on the first and third Thursdays of each month at Gratzzi, 2nd Street at 2nd Avenue North, in St. Petersburg's Baywalk complex. For reservations or more information, e-mail RSVP@BPWStPetePinellas.org.

For more information on the April 22nd event, call Kristin Guenthardt at 727-551-5225. For more on BPW/St. Petersburg-Pinellas, check the website at: www.BPWStPetePinellas.org

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