



FOR IMMEDIATE RELEASE

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**YWCA METROPOLITAN CHICAGO COLLABORATES WITH ULTA BEAUTY ON YOUTH
EMPOWERMENT EVENT IN NORTH LAWNSDALE**

*More than 80 youth will participate in confidence and leadership-building sessions and
hands-on activities in cosmetic science and supply chain logistics*

CHICAGO - On Saturday, April 23, YWCA Metropolitan Chicago and Ulta Beauty will host more than 80 Chicago area girls ages 9-14 for a youth empowerment event. The event, called "Pretty Empowered" will engage the students through sessions focused on cosmetic science, supply chain logistics, leadership, and self-care. The programming is designed to emphasize the importance of character and leadership development, exploration of STEM fields, and wellness. Interactions with Ulta Beauty staff and volunteers provides exposure to professionals who serve as inspiration for future careers in STEM.

Ulta Beauty associates will also be on hand to treat the girls to makeup applications and an Ulta Beauty goodie bag stuffed with products, Ulta Beauty gift card, Pretty Empowered hoodie, and more.

In addition to these planned activities, the girls will hear from CBS 2 Chicago Anchor and YWCA board member Audrina Bigos. Audrina will speak to the importance of being your authentic self and how she's built and maintained her confidence throughout her career and personal life.

This youth event is one activation as part of a broader partnership between YWCA Metropolitan Chicago and Ulta Beauty. For nearly ten years, Ulta Beauty has been a significant supporter of the YWCA, including being a Founding Member of the YWCA's Racial Justice League, an initiative focused on advancing racial equity through corporate engagement, public policy advocacy, and direct services for communities of color.

Amiee Bayer-Thomas, Ulta Beauty's Chief Supply Chain Officer, is a current board member of YWCA Metropolitan Chicago and excited to be partnering to bring this experience to Chicago's girls.

"As a woman in an industry where women are largely underrepresented, I understand how important it is to invest in girls' education and provide exposure to career opportunities in STEM fields. The entire Ulta Beauty organization and I are proud to partner with the YWCA to prioritize female empowerment. When we come together to uplift and celebrate women, the possibilities are beautiful."

The event will take place Saturday, April 23 from 9:00 AM to 1:00 PM CST at PowerHouse/DRW Prep, located at 931 S. Homan Avenue in Chicago. Media is invited to attend.

Attendance for this event is limited to participants of the YWCA's youth programs. Registration details have been provided directly to these targeted families.

About YWCA Metropolitan Chicago

Founded in 1876, YWCA Metropolitan Chicago is a social enterprise committed to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. As a leading association among a national network of more than 200 YWCAs, YWCA Metropolitan Chicago impacts tens of thousands of women and families annually through comprehensive human services provided across the region. YWCA Metropolitan Chicago is a leader in the areas of sexual violence support, early childhood and childcare provider services, family support, youth STEM programming and economic empowerment. A commitment to racial justice, equity and inclusion is foundational to all YWCA programs and services. Located in the third-largest American city, YWCA Metropolitan Chicago serves as a national incubator for innovative programming, outreach and engagement strategies. YWCA Metropolitan Chicago works at both the individual and systems levels to create the truly inclusive marketplace necessary for a diverse and balanced economy. The organization is an active member of many national, state, county and city-level coalitions, advocating for policies that combat racism and positively affect women and families. Learn more at www.ywcachicago.org and follow @ywcachicago on Twitter, Instagram, Facebook, LinkedIn and YouTube.