

**Innovative New Investment Products use Creative Marketing Strategies**  
*WOMN ETF and its marketing campaign intend to disrupt the status quo*

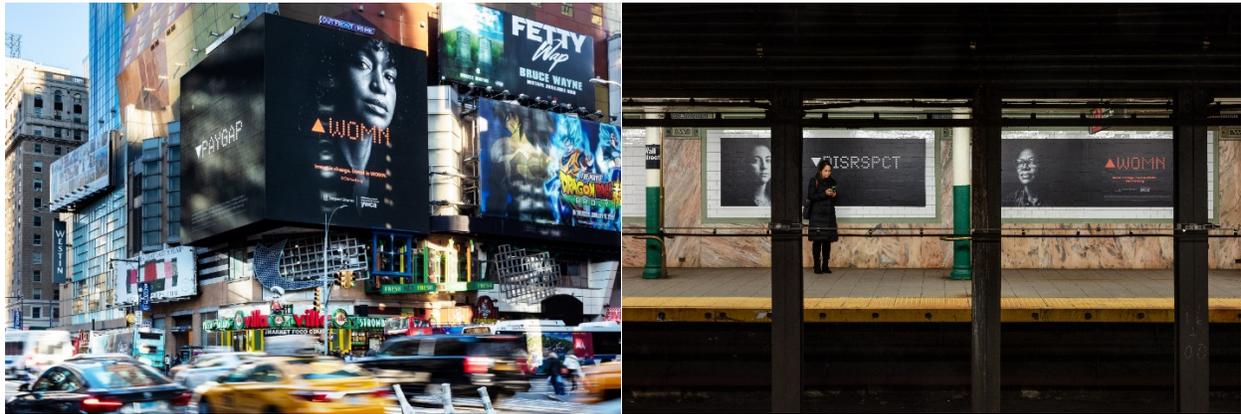
**WASHINGTON D.C. / CHICAGO / NEW YORK CITY – December 11, 2018** – The YWCA continues to make a splash in the promotion of the first-ever women’s empowerment exchange traded fund (ETF) developed by a non-profit. The Impact Shares YWCA Women’s Empowerment ETF (NYSE: WOMN) launched in August 2018 allowing investors to deploy capital in companies whose business practices align with gender-equality standards.

The striking and powerful marketing campaign for the WOMN ETF includes a magazine wrap for subscribers of Time Magazine that was included with the Time’s Person of the Year issue, released today, December 11, 2018.



*“YWCA needed to leverage marketing resources in a way that has never been done by this organization in order to reach investors and the broader marketplace,” says Alejandra Y. Castillo, Chief Executive Officer of YWCA USA.*

This media placement is part of a broader campaign to raise awareness of the WOMN ETF and follows extensive New York City based marketing installations designed by VSA Partners including a digital billboard in Times Square and a Wall Street Subway station takeover.



The marketing campaign for WOMN follows the news that the Fearless Girl statue had been permanently moved to face the New York Stock Exchange. The 250-pound statue was commissioned by State Street Global Advisors, a Boston-based financial firm, and placed in front of the Charging Bull sculpture on Wall Street last year to draw attention to “the power of women in leadership.”

Dorri McWhorter, CEO of YWCA Metropolitan Chicago adds, *“The Fearless Girl statue is an artistic representation of the kind of marketplace disruption that is required to achieve gender equality. We’re excited about the ability of the WOMN ETF to create a lasting impact across corporate America with regard to women’s empowerment.”*

The WOMN ETF puts the power to empower women in everyone’s hands and furthers the YWCA’s 160-year mission to eliminate racism and empower women. Created by conflict-free, non-profit ETF sponsor Impact Shares, with backing from The Rockefeller Foundation’s Zero Gap Portfolio, WOMN is designed to track the Morningstar Women’s Empowerment Index, built with the gender equality data and scoring methodology of Equileap. The Index represents 200 companies, culled from 1,200 of the largest U.S.-listed publicly traded companies, based on each company’s Gender Equality Score which is determined from a set of 19 gender equality criteria. Learn more at [www.WOMNetf.org](http://www.WOMNetf.org).

**Available for Comment:**

Heather Torregiani Chief Marketing Officer VSA Partners	Dorri McWhorter, CPA Chief Executive Officer YWCA Metropolitan Chicago
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**About YWCA USA:**

YWCA USA is on a mission to eliminate racism, empower women, stand up for social justice, help families, and strengthen communities. As one of the oldest and largest women's organizations in the nation, YWCA USA represents over 200 YWCAs in 46 states and the District of Columbia, serving over 2 million women, girls, and their families each year.

YWCA has been at the forefront of the most pressing social movements for 160 years — from voting rights to civil rights, from affordable housing to pay equity, from violence prevention to health care reform. Today, we combine programming and advocacy to generate institutional change in three key areas: racial justice and civil rights, empowerment and economic advancement of women and girls, and health and safety of women and girls. Learn more: [www.ywca.org](http://www.ywca.org).