



For Immediate Release 4/24/19

Contacts:

Jan Edwards

(559) 355-7602

[jan@ccwc-fresno.org](mailto:jan@ccwc-fresno.org)

Betsy Hays

(559) 916-6844

[betsy@ccwc-fresno.org](mailto:betsy@ccwc-fresno.org)

**WOMEN'S CONFERENCE ANNOUNCES 2019 KEYNOTE:  
EMMY WINNER, BUSINESS MOGUL AND BEST-SELLING AUTHOR -- TYRA BANKS**  
[www.ccwc-fresno.org](http://www.ccwc-fresno.org)

Fresno, CA – At last night's 2019 Central California Women's Conference Community Celebration and Grant Reception, the CCWC Board announced that world-renowned television producer, model, and author; Tyra Banks; will keynote this year's event.

Tickets go on sale Monday, June 3, for the [32nd Annual Central California Women's Conference](#). This day of inspiration, empowerment and growth is the largest women's event in the region and will be held from 7:15 a.m. to 5:30 p.m. on Tuesday, Sept. 17, 2019 at the [Fresno Convention & Entertainment Center](#).

Tyra Banks is an icon for empowering women of all ages and is now the CEO of her own self-titled entertainment company. Tyra believes that "perfect is boring and human is beautiful," and has been ranked by *Time Magazine* as one of the world's most influential people.

Banks began her diverse career as a supermodel at 15 after she was rejected from six American agencies where she was told that African-Americans aren't on magazine covers. So she moved to Paris to begin her storied modeling career and the rest is history. She has accomplished many firsts in the industry -- one of the original Victoria's Secret Angels, the first woman to appear on the cover of *GQ Magazine*, and the first African-American woman to be on the cover of the *Sports Illustrated* swimsuit issue.

Banks is the creator and executive producer of the hit show *America's Next Top Model*, which is the longest-running fashion-based, reality competition TV show to date, at 24 straight seasons.

It is viewed in 150 countries and ANTM has 25 international versions that span from Asia's Next Top Model to Europe's Next Top Model. She is responsible for several iconic moments of empowerment and entertainment on her former talk show, *The Tyra Banks Show*, for which she won two Emmys. Banks is also the former host of *America's Got Talent*.

When she is not on camera, Banks still keeps beauty and entertainment at the forefront of her actions. The Tyra Banks Company works to invest in start-up companies that are either led by females or are female-focused. Within her entrepreneurship developments is also TYRA Beauty, a one-of-a-kind cosmetic line which was developed shortly after she graduated from the Owner/President Management program at Harvard Business School.

Banks also holds a passion for her non-profit organization called the TZONE Foundation, which empowers young women to help them realize their ambitions and approach life's challenges with fierce determination. The Foundation focuses on five core pillars: entrepreneurship, financial literacy, elocution and self-presentation, health and wellness, and self-esteem, beauty and body image.

Most recently, Banks has taken on the role of visiting college professor for the 2017 and 2018 Spring semesters at Stanford Business School, speaking on the subject of personal branding. She has also released a book she co-wrote with her mom titled *Perfect is Boring*, encouraging women to have real conversations about beauty, booty and being a boss. She has shared her inspirational story of pregnancy blues to encourage others along their journey and is now the proud mother of a son.

"On behalf of our board, we are delighted Tyra agreed to keynote CCWC 2019," says CCWC board president, Nene Casares. "She is a role model for us all. I've heard her speak before and I can't wait for our attendees to hear her hilarious, moving and poignant message. Tyra Banks is so much more than just her iconic beauty!"

The theme of this year's CCWC is *Breaking Boundaries*. Attendees will celebrate their accomplishments and be inspired to push further in life to reach goals they thought unattainable within their careers, relationships, and, most importantly, their own personal growth.

In keeping with the Breaking Boundaries theme, the morning Warm-Up Session kicks off the conference by honoring 20 under-served young women who will receive the Wells Fargo/CCWC College and Career Preparation Scholarships. The scholarships are awarded on the basis of need, promise and the students' commitment to create positive change. Also in attendance at the conference will be the five AT&T/CCWC/Central California Education Opportunity Center (CCEOC) Re-Entry Scholars.

Attendees will then hear motivational speaker Jen Bricker. Bricker is also a professional gymnast who toured as an aerialist with Britney Spears and is a State Champion power tumbler, despite the fact that she was born without legs. At birth, she was left at the hospital by her

biological parents but was adopted by a loving family which taught her to “never say the word, *can’t*.” Bricker’s New York Times best-selling book entitled *Everything is Possible* tells her extraordinary life story.

Attendees choose three [breakout sessions](#) to attend throughout the day from 21 options. Topics include career development, health and fitness, money and finance, relationships, courage, service and activism, and strength and change. “This year’s lineup is so diverse and rich in valuable information,” said Casares. “Our board and team couldn’t be more excited about the day we have planned for our attendees. This unforgettable conference will be a day of information, networking, fun, great food, and ‘retail therapy’ for the hard-working women of this Valley.”

Attendees also have the opportunity to visit the conference Marketplace and Community Corner where more than 175 businesses and nonprofits share information about their products and services. Visitors will be treated to samples, gourmet tastings, information, and shopping. “There’s really no other event like this in the Valley,” said long-time conference-goer June Boyce. “I love it – I come at 7:15 a.m. and leave at 5:30 p.m. and I really feel pampered all day long - this is an event you’d expect in New York or LA, but it’s right here in Fresno!”

This fulfilling day will come to a close with the Cool-Down Session where women enter to win prizes, relax and have a laugh with this year’s speaker Debi Gutierrez. Gutierrez is your everyday mom, wife, and friend, but with an explosive sense of humor. She is a one-of-a-kind comedian, who loves to take her audience on a high-energy, heart-warming roller coaster, talking about her life experiences, both good and bad. There’s no question why her nationwide television audience loves her so much. She lives for her family, her friends, and making people laugh.

Like last year, this year's event is expected to be an exceptionally early sellout. Tickets go on sale on Monday, June 3, and are \$125 each. Ticket price will increase to \$140 on August 16. Admission includes continental breakfast, all seminars, the celebrity keynote speaker luncheon and the afternoon reception. Tickets are limited to the first 3,500 attendees. Early registration is encouraged. Visit [www.CCWC-Fresno.org](http://www.CCWC-Fresno.org) for tickets and additional information.

The conference is made possible through the [support](#) of national and Central Valley businesses. The presenting sponsor is Community Medical Centers. Founding sponsors are The Fresno Bee and ABC 30. Saint Agnes Medical Center is the Keynote Speaker Sponsor. Major sponsors include Wells Fargo; Chukchansi Gold Resort & Casino; Valley Children’s Healthcare; Bank of America; AT&T; Kaiser Permanente, Fresno; Fresno Smile Makeovers; Fresno State; Nor Cal Acura Dealers; Chevron; Macy’s; Fresno/Clovis Convention & Visitor’s Bureau; UCSF Fresno; The Wonderful Company; The Brownie Baker, Inc.; Cumulus Broadcasting; FTB Print & Mail; Univision Radio; Deli Delicious; Pepsi; and many more.

[Sponsorships](#) and [exhibit booths](#) are still available. For sponsorship information contact Jan Edwards [jan@ccwc-fresno.org](mailto:jan@ccwc-fresno.org); for exhibit booth information contact Mary Stabelfeld at [mary@ccwc-fresno.org](mailto:mary@ccwc-fresno.org).

More information about the [conference](#) and [speakers](#) is available at [www.CCWC-Fresno.org](http://www.CCWC-Fresno.org).

###

Click [HERE](#) for our Newsroom.

*The **CENTRAL CALIFORNIA WOMEN'S CONFERENCE** was founded in 1988 by the late State Senator Ken L. Maddy of Fresno, Calif. The conference is a 501(c) (3) non-profit, non-political organization, and the event is designed to educate, motivate and inspire women to be the best they can be in their professional and personal lives. (Tax I.D. #77-0178140).*