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**TICKETS ON SALE FOR 2019 CENTRAL CALIFORNIA WOMEN'S CONFERENCE
SUPERMODEL, MEDIA MOGUL, AND EMMY WINNER TYRA BANKS TO KEYNOTE**
www.ccwc-fresno.org

(Fresno, CA) -- Tickets are now on sale for the 2019 Central California Women's Conference with keynote speaker Tyra Banks -- Supermodel and Media Mogul. CCWC is the largest women's event in the Central Valley 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, championing the message that "perfect is boring and human is beautiful" to her diverse audience. She began her career as a supermodel at age 15 and today at 45 is still gracing magazine covers. She has accomplished many firsts for African-American women and women of all shapes and sizes. After her explosive success in the fashion world, Banks expanded her influence to television as an Emmy award-winning host of *The Tyra Banks Show* and the creator and executive producer of the long-running *America's Next Top Model* seen in more than 150 countries. Banks keeps beauty and entertainment at the forefront of her actions when she is not on camera. She developed her own self-titled entertainment investment company, a cosmetic line called TYRA Beauty, and the TZONE Foundation, which empowers young women to help them realize their ambitions and approach life's challenges with fierce determination.

Most recently, Banks has taken on the role of visiting college professor 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*. Bank's has twice been ranked by *Time Magazine* as one of the world's most influential people.

"Tyra Banks is so much more than her iconic beauty," says CCWC board president, Nene Casares. "Tyra is such a role model, oozing with personality, authenticity and business savvy. The Central Valley is going to love her!"

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 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 who 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!"

The action-packed day closes with the Cool-Down Session where women enter to win prizes, relax and have a laugh with comedian 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 by talking about her life experiences, both good and bad.

This year's event is expected to be an exceptionally early sellout. Tickets are \$125 each. Ticket prices will increase to \$140 on August 3. 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 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, NorCal Acura Dealers (Fresno), Chevron, Macy's, Digital Attic, Fresno/Clovis Convention and Visitors Bureau, UCSF Fresno, The Wonderful Company, Fresno City College, The Brownie Baker, Cumulus Media, FTB Print & Mail, Univision Radio, Deli Delicious, Pepsi Beverages Company, and many more.

In addition to the one-day conference, CCWC has donated over \$1.2 million during its 32-year history to support women and children in the Valley.

[Sponsorships](#) are still available. For sponsorship information contact Jan Edwards jan@ccwc-fresno.org.

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

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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).