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**FOR IMMEDIATE RELEASE**

**The South Bay Business Women's Association Announces its  
Fifth Annual Conference "Ascend: Together we Thrive" on May 10, 2019**

**Redondo Beach, CA, January 10, 2019** The South Bay Business Women's Association (SBBWA) annual conference brings together local businesswomen and men to connect, laugh and learn while raising funds for college scholarships. This year's event, "Ascend: Together we Thrive" will take place on Friday, May 10 at the Torrance Marriott.

The event will include keynote speakers, informative breakout sessions, a delicious plated lunch, plus many opportunities to connect with other business people as well as an array of participating boutiques and vendors. The goal for this conference is to raise \$17,500 in tax-deductible funds for scholarships through ticket sales, donations and sponsorships for deserving South Bay women to pursue educational opportunities.

SBBWA President Candy Messer looks forward to another uplifting event: "We are proud to host our annual women's conference, which provides women in business the opportunity to gather together, hear inspiring speakers, learn from break-out presentations, network and more. An added benefit is our ability to give back to our community through awarding scholarships to South Bay Women attending college thanks to the support of our sponsors and attendees."

Since its inception, the organization has awarded more than \$100,000 in scholarships to local young women. Until February 24, SBBWA is accepting scholarship applications, which can be found at [sbbwa.com/scholarships](http://sbbwa.com/scholarships). Tax-deductible donations toward the scholarship fund are also welcome and can be made at [sbbwa.com/donate](http://sbbwa.com/donate). Those interested in sponsoring the conference can view the various levels and benefits at [sbbwa.com/sponsorships](http://sbbwa.com/sponsorships) and contact [Kristina Paudler](mailto:Kristina.Paudler@sbbwa.com).

For members of the press who cover the conference in advance, there are a limited number of media passes available to attend. Contact Sheri Berke at [media@sbbwa.com](mailto:media@sbbwa.com) or 310-897-6889.

**Event:** 2019 South Bay Women's Conference: "Ascend: Together we Thrive"  
**Date:** Friday, May 10, 2019, 7:30 a.m. – 3:00 p.m.  
**Location:** The Torrance Marriott, 3635 Fashion Way, Torrance, CA 90503  
**Tickets/Info:** [southbaywomensconference.com](http://southbaywomensconference.com)  
**Early Bird:** \$115; Regular Price: \$125

**About SBBWA**

SBBWA is a local nonprofit organization comprised of businesswomen who share a desire to give back to the community. Its main focus is to raise money for the purpose of awarding educational scholarships to deserving women pursuing degrees in order to better their lives. The organization is always welcoming new, purpose-driven and service-minded female members. Monthly dinner meetings are the first Wednesday of every month, and mixers are the fourth Tuesday of every month. To learn more about this organization, visit [SBBWA.com](http://SBBWA.com).

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