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**FOR IMMEDIATE RELEASE**

**Massachusetts Conference for Women Announces Call for Nominations for 2012 *Be The Change* Award**

***Award honors one woman from the Commonwealth for her charitable work***

**Boston, MA, Sept. 18, 2012** – The 8th annual Massachusetts Conference for Women will recognize one woman from the Commonwealth of Massachusetts whose charitable work has made, and continues to make, a powerful impact in the communities in which they work and live. If you know a special woman who helps women and girls to achieve their full potential and who exemplifies compassion and commitment to improving the lives of others, the Conference invites you to nominate her today.

Over the years, the Conference has recognized many women and organizations that have empowered women and girls in communities across Massachusetts. These individuals and organizations inspire us by motivating others to carry out their calls to action; serve as a champion for their cause; demonstrate a clear record of accomplishment in addressing urgent, relevant and complex problems in regard to their constituent challenges, and they maintain consistent, long-lasting relationships with the people and communities they work with.

“Themed Imagine, this year’s *Be The Change* award will highlight the philanthropic work of one woman who consistently dares those around her to find their purpose and to make a difference,” said Alison Quirk, MA Conference for Women Board Member and Chief Human Resources and Citizenship Officer at State Street Corporation. “It is important that we recognize those in our community whose work truly impacts positive change.”

For more information and to download the nomination form for the 2012 *Be The Change* award, please visit <http://www.maconferenceforwomen.org/conference/be-the-change-award/> or contact Chelsea Franklin at [cfranklin@conferenceforwomen.org](mailto:cfranklin@conferenceforwomen.org) or 857-239-0339.

The award will be presented at this year’s Massachusetts Conference for Women.

The deadline for nominations is **Friday, October 26, 2012.**

The Massachusetts Conference for Women is presented by State Street and co-chaired by EMD Serono and Cisco. It is also generously underwritten by dozens of corporations including AARP, AT&T, ableBanking, Bank of America, Bentley University, Blue Cross Blue Shield of Massachusetts, EMC, Hill Holliday, John Hancock, Liberty Mutual Insurance, National Grid, Raytheon, Sanofi, TJX, Tufts Health Plan, United Airlines, Visa and Weber Shandwick. To register or learn more about the 8th annual Massachusetts Conference for Women, please visit our Web site at [www.MAConferenceForWomen.org](http://www.MAConferenceForWomen.org).

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