

Press Release

For Immediate Release

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Renowned Leaders Dr. Johnnetta Betsch Cole and Snowden McFall Launch "Women Making Change" to Inspire and Empower Women Worldwide

Jacksonville, FL – September 8, 2025 – In a powerful alliance of education, advocacy, and entrepreneurship, National Humanities Medal recipient Dr. Johnnetta Betsch Cole and National Women in Business Advocate Snowden McFall have unveiled their new venture, *Women Making Change*. Launched in June 2025, this innovative platform, accessible at wmnmakingchange.com, is dedicated to bringing hope and inspiration to women everywhere by showcasing the stories of global female changemakers, sharing invaluable lessons from their journeys, and providing practical ways to apply those insights in everyday life.

Women Making Change celebrates the resilience and impact of extraordinary women who have shaped history and continue to drive progress. Early profiles have highlighted icons such as Dr. Jane Goodall, the pioneering primatologist and environmental activist; Chief Wilma Mankiller, the first female Principal Chief of the Cherokee Nation; Malala Yousafzai, the Nobel Peace Prize laureate and education advocate; and Amanda Gorman, the youngest inaugural poet in U.S. history. An upcoming edition will feature Oprah Winfrey, extraordinary media mogul, philanthropist and global changemaker.

The platform offers a suite of engaging resources designed to foster community and growth:

- **Weekly Profiles:** In-depth stories of trailblazing women, delivered directly to subscribers.
- **Quarterly Webinars:** Interactive sessions exploring themes of women's empowerment, resilience, and change.
- **LinkedIn Group:** A dedicated space for women to connect, share experiences, and support one another.

The inaugural webinar, featuring Dr. Johnnetta Betsch Cole and Snowden McFall, was held September 30, 2025, at 2:00 PM EST. **The next is December 9.** Participants will gain exclusive insights from the duo on social justice, resilience, and how women can thrive in today's world. This event will be interactive and will feature questions and answers from the audience. Registration is available at wmnmakingchange.com.

"*Women Making Change* is more than a platform—it's a movement to amplify the voices of those who have shattered barriers and to equip women today with the tools to create their own legacies," said Dr. Johnnetta Betsch Cole, legendary educator, anthropologist, 11-time author, and social justice advocate. As President Emerita of Spelman and Bennett Colleges, Dr. Cole made history as the first African American to chair the board of United Way of America and to serve on the board of Merck. She was honored with the National Humanities Medal by President Joe Biden for her lifelong commitment to equity and education.

Snowden McFall, award winning professional speaker, executive coach, 30-year entrepreneur, six-time author, and dedicated ally, added, "In a world where women's stories are often overlooked, we're committed to highlighting their achievements and ability to overcome adversity, creating a space where women can be inspired, connect, and remember their own power to make change." McFall, a finalist for *Inc.*'s Entrepreneur of the Year and recipient of the Presidential Volunteer Service Award under President Obama, was also named National Women in Business Advocate of the Year by the Small Business Administration. She has devoted much of her life to uplifting and empowering women.

Women Making Change invites women everywhere to join this transformative movement by visiting wmnmakingchange.com to explore profiles, register for the upcoming webinar, and join the LinkedIn community.

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Photos Available upon request