



*Improving the lives of women and girls  
through programs leading to social  
and economic empowerment.*

**SOROPTIMIST INTERNATIONAL OF THE AMERICAS**

**Embargoed until August 4, 2017**

**To:** 2016-2017 Board of Directors; 2017-2018 Board of Directors; 2016-2018 Governors; 2018-2020 Governors; Fundraising Council; Donor Task Force; SIA Headquarters Staff

**Contact:** Susan Doughty, Manager of Corporate Relations, [susan@soroptimist.org](mailto:susan@soroptimist.org)

**Announcement: Soroptimist selected as first charity to launch with new Torrid Foundation**

Soroptimist International of the Americas Inc. (SIA) and its online volunteer community, LiveYourDream.org, have been selected as the first charity for the newly launched Torrid Foundation. The Torrid Foundation is the philanthropic arm of [Torrid, LLC](#), a rapidly expanding women's retail clothing company with more than 500 stores across the United States and Canada. This opportunity came to SIA through LiveYourDream.org.

Through this relationship, Torrid will feature SIA/LiveYourDream.org brands online and in stores to raise awareness about SIA programs and generate much-needed funding for the Live Your Dream Awards®.

Further, Torrid will also work with SIA staff to make applications for the Live Your Dream Awards available to a larger audience of women in the United States and Canada.

The Torrid Foundation launched Friday, August 4<sup>th</sup> in 515 stores in the United States and Canada, and to an online audience of more than one million via social media. As a 96-year-old organization, for SIA/LiveYourDream.org to be selected as the signature charity for this launch speaks not only to the relevance of the organization's focus on the Live Your Dream Awards program but also to SIA's long-term commitment to invest in both its LiveYourDream.org strategy and diversification of its funding sources through corporate donors.

*Headquartered in Philadelphia, Pa., Soroptimist ([Soroptimist.org](http://Soroptimist.org)) improves the lives of disadvantaged women and girls through the work of volunteers in 20 countries and territories. Its Soroptimist Dream Programs ensure women and girls have access to the education and training they need to reach their full potential. This includes the Live Your Dream: Education and Training Awards for Women, which provides cash grants for head-of-household women seeking to improve their lives with the help of education or training. Almost \$30 million in awards has been disbursed to tens of thousands of women since the award-winning program began in 1972. Dream It, Be It: Career Support for Girls provides girls with tangible strategies to accomplish their career goals. A 501(c)(3) organization that relies on charitable donations to support its programs, Soroptimist also powers LiveYourDream.org—an online community that offers actionable volunteer opportunities in support of women and girls.*

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