



PRESS RELEASE

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FOR IMMEDIATE RELEASE: **Thursday, July 25, 2024**

**19th Annual Powerful Event to Feature Digital Wellbeing Pioneer
Larissa May**

*Women's Fund of Greater Green Bay's primary fundraising event will take place on
September 19, 2024*

Green Bay, Wis. – On Thursday, September 19, 2024, the Women's Fund of the Greater Green Bay Community Foundation will proudly host digital wellbeing pioneer and founder of [#HalfTheStory \(HTS\)](#) Larissa May as the keynote speaker of Powerful, previously known as Power of the Purse. Powerful, an event by the Women's Fund, will have the same elements the community has come to know and love, while allowing us to focus on the many ways the Women's Fund has advanced.

Larissa May (Larz) founded nonprofit #HalfTheStory to empower the next generation's relationship with social media. HTS teaches key digital metacognition and emotional regulation skills, while empowering young people to understand and advocate for their human right to digital wellness.

At the Women's Fund of Greater Green Bay's 19th annual Powerful luncheon, Larz will share her vision to rebuild the next generation's relationship with technology, and unpack the toll it takes on our mental, physical, and psychological health.



The event on September 19 includes a popular silent auction of an eclectic mix of purses and bags, and an engaging program to support the mission of the Women's Fund. Since 1995, the Women's Fund has supported more than 175 initiatives and granted over \$1.6 million dollars to support local initiatives empowering women and inspiring girls. All members of the community are encouraged to attend to learn more about how the Women's Fund is investing in local women and girls to create a stronger community.

Doors for Powerful at the Resch Expo will open at 10:00 a.m. for networking, to view the silent auction, and to purchase raffle tickets. Lunch will begin at 11:15 a.m., with the program featuring

Larz to follow. For more information and to purchase tickets, visit:

<https://e.givesmart.com/events/CZ2/>.

Purse, bag, and donations for the silent auction and raffle at the event are being accepted until August 19, 2024. Visit <https://womensfundgb.org/events/powerful/> for more information about how to donate.

About the Women's Fund of Greater Green Bay

The Women's Fund of Greater Green Bay invests in women for a stronger community. A fund of the Greater Green Bay Community Foundation led by community volunteers, the Women's Fund provides funding to local nonprofit programs to improve the lives of women and girls. These investments strengthen families, our community, and society. For more information, visit www.womensfundgb.org.

About the Greater Green Bay Community Foundation

Established in 1991, the Greater Green Bay Community Foundation inspires and encourages charitable giving in Northeast Wisconsin by providing simple and smart giving tools for donors, impactful grants for nonprofit organizations, and collaborative leadership around critical community initiatives. Since inception, the Community Foundation has awarded more than \$200 million in grants to strengthen our community. In the past year, almost \$15 million was distributed to support a broad range of community needs. As a 501(c)3 nonprofit organization, the Community Foundation manages 778 charitable funds with assets exceeding \$161 million. www.ggbcf.org.

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