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Clinton Global Initiative members Cherie Blair and Hani Masri collaborate to Support Women Entrepreneurs in Nablus, West Bank

Cherie Blair, Founder of the Cherie Blair Foundation for Women, and Hani Masri, a Palestinian American businessman and Founder of Tomorrow's Youth Organization, launched a project that promotes economic empowerment for women in at-risk communities in the West Bank.

A new 2009 Clinton Global Initiative commitment, the project reflects not only the partners' priorities, but also themes of this year's event: the importance of developing human capital in difficult economic times, particularly among girls and women. By providing product development support, business training and networks, the project helps women to develop sustainable businesses, which will have immediate positive impact on the well-being of participants' families and communities. The project will be piloted for one year and if successful, scaled up to include more women and a wider range of businesses.

Cherie Blair said of the project, "I passionately believe that the greater the role women play in our economy and society, the better our chance of overcoming the challenges we face. That's why I'm so excited about the work the Foundation is undertaking in partnership with TYO to enable women to develop and build on their business talents and thus to help themselves, their families, and wider society." Hani Masri added, "from my experience in the political and economic affairs of the Middle East, and Palestine in particular, I know that initiatives such as this one are the most expedient and effective way to make real improvements in people's lives, and a necessary bottom-up approach to complement ongoing diplomatic efforts."

For more information about the Cherie Blair Foundation for Women, please visit www.cherieblairfoundation.org, and www.tomorrowsyouth.org for information about Tomorrow's Youth Organization.