



FOR IMMEDIATE RELEASE

FOSTERING WOMEN ENTREPRENEURS IN LEBANON

Tomorrow's Youth Organization (TYO) in partnership with the Rene Moawad Foundation (RMF)

Tripoli, Lebanon- On September 6th, 2011, Lebanese women gear up for business as Tomorrow's Youth Organization (TYO) and the Cherie Blair Foundation for Women, in partnership with J.P. Morgan and the Rene Moawad Foundation, launch the *Women Entrepreneurs in Lebanon* project. Former UK First Lady Mrs. Cherie Blair, TYO Founder Mr. Hani Masri and Former Lebanon First Lady Mrs. Nayla Moawad are in Lebanon to inaugurate the project, demonstrating their commitment to this new initiative. The project presents an exciting opportunity for qualified and creative women from northern Lebanon to refine and transform their entrepreneurial ideas into sustainable, income-generating businesses. Mrs. Blair said, "Our aim is to enable women to develop and build on their business talents, and to use this growing financial empowerment to help themselves, their families, and wider society..."

In July, TYO and RMF engaged 42 women in an intensive four-day training on Business Planning run by the Business Incubation Association of Tripoli (BIAT). The women came from different parts of northern Lebanon to the BIAT center in Tripoli for interactive training designed to strengthen their understanding of the critical success factors for developing and managing a business. The women were introduced to the basic principles of accounting, sales and marketing, and customer relations. This training helped TYO and its partners identify 20 participants with the highest entrepreneurial potential in spirit and ideas. These 20 women were invited to continue into the next stage of the project and are currently participating in one-on-one coaching sessions. Dedicated trainers will help them to identify the challenges and potential for success unique to each of their business plans and gain the skills and support to proceed accordingly.

On September 6th, TYO and RMF welcomed the project partners and beneficiaries at the BIAT center in Tripoli. It was an opportunity for all stakeholders to see the impact that the project has already had on the lives of these women and hear more about next steps for the impressive group of participants. Over the 18-month project, the women will receive one-on-one coaching sessions to further develop their ideas, prepare their business plans, and seek funding for their ventures.

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TYO-Operated Center

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www.tomorrowyouth.org

TYO is tax exempt under section 501(c)(3) of the US Federal Tax Code



Tomorrow's Youth
ORGANIZATION
منظمة شباب الغد

About Tomorrow's Youth Organization:

Founded in 2007, TYO is an American, non-governmental organization that works in disadvantaged areas of the Middle East, enabling children, youth and parents to realize their potential as healthy, active and responsible family and community members.

Read more about TYO at www.tomorrowsyouth.org & see latest news at <http://tomorrowsyouth.wordpress.com>.

About Cherie Blair Foundation for Women:

The Foundation supports women in developing and emerging markets to set up and expand their businesses, so that they can contribute to their economies and have a stronger voice in their societies.

Find out more: www.cherieblairfoundation.org

About René Moawad Foundation:

The René Moawad Foundation is a non-profit, non-political, non-sectarian organization promoting sustainable human development in Lebanon with a focus on agricultural and social development, education and health care. Its mission is to contribute to building a responsible civil society that will strengthen national unity and promote democracy and social justice.

About J.P. Morgan:

J.P. Morgan is a leader in financial services, offering solutions to clients in more than 100 countries with one of the most comprehensive global product platforms available. The JPMorgan Chase Foundation is an affiliate of JPMorgan Chase & Co. Its mission is to be a catalyst for meaningful, positive and sustainable change within our highest-need neighborhoods and communities across the globe. The firm's philanthropic investments are directed toward Community Development, Education and Arts & Culture.

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