

Dear Media Partner,

Stay alert! The momentum has just begun. You are on the forefront of a progressive women's movement that is about to take the world by storm. Soon you'll be seeing women everywhere proudly wearing their red heels in support of unwavering confidence and abundant capability for all women.

Don't get caught asking, "What's this all about?" We'd like to tell you now...

Our community is about helping women to achieve more than they ever thought possible. Through connection and camaraderie our fellow "chicks" build and boost their confidence, and apply their abundant capability to achieve the unimaginable. They uncover new and better lifestyles, pursue desired career tracks, or forge healthy and stimulating relationships. They accomplish lofty goals; and they realize elusive hopes, dreams, and aspirations that once seemed out of reach.

Our community is driven by the philosophy that "the whole is always greater than the sum of its parts". So it is within our supportive Red Heels network that everyone achieves more than they could on their own. Obstacles and roadblocks to dreams and aspirations are abolished. Pathways to success are created. It's synergy at its best, where the coming together of like-minded, *ageless* women yields unanticipated, unimaginable outcomes for all.

Our Chicks in Red Heels community positively contributes to women's personal development and achievement. We provide avenues for connecting with others, across the globe so everyone can learn, grow, and prosper in safe, non-competitive environments. This enables all to maximize their personal and professional potential in spite of fears, challenges, and the inevitable setbacks we all encounter.

We build camaraderie and connection in several exciting and innovative ways. Blogs, free tele-seminars, and educational events provide motivation, inspiration, vast knowledge, and valuable interaction. Virtual and face-to-face contact at conferences and retreats enable all to reach for more. These events and activities are detailed on our website at www.chicksinredheels.com. Please take a moment to visit it, and be sure to include the address in your publication, too!

We offer free resources. From The Chick Profile which outlines a silhouette of your Chicks in Red Heels mentality, to Chick-larations which affirm your intentions and drive your actions, there is a "buffet" of enlightened resources from which to choose. Access either from our website.

You may be 20 or you may be 80, but every woman has a Chick in Red Heels within her. Together, we are similar, yet diverse women with our own personalities. Position, education, or background does not define us. *An attitude or mindset defines us.* An eternal youthfulness prevails. We are kind and considerate. We are individuals. We forge ahead despite obstacles and setbacks, and we help fellow "chicks" do the same. We will not quit. Camaraderie, friendship, and support create common bonds that encourage all to be the best they can be.

Need more information? Need an article? Want a new perspective? Want to look good? Joanne and Kaitlyn Estes, the co-founders of Chicks in Red Heels are your go-to source for quotes, stories, and background information on confidence and capability. They have valuable knowledge and expertise to share. They "strut" their stuff. They are confident, capable and connected. They make personal appearances in key U.S. cities, or do nationwide interviews by phone. Most importantly...*they make you look good!*

Thank you for your interest in Chicks in Red Heels. Chicks in Red Heels is a rapidly growing community of confident, capable women with indispensable potential. The conceptual community was established in 2007 by a dynamic mother-daughter duo...Joanne and Kaitlyn Estes. The community was officially launched in 2008.

Confidence and capability is inherent in every woman. We're anxious to meet you. Contact us by phone (517.304.7676) or by email (info@chicksinredheels.com). We are confidently looking forward to our connection.

Be a part of it!

Joanne and Kaitlyn Estes
Co-founders, Chicks in Red Heels