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FOR IMMEDIATE RELEASE

Texas Conference for Women Announces Internationally Recognized Speakers Gretchen Rubin, Dr. Brené Brown and Charlotte Beers as Keynotes for 2012 Conference

Austin, TX, July 16, 2012 – Gretchen Rubin, author of the number one New York Times international best seller “The Happiness Project,” along with Dr. Brené Brown, a vulnerability researcher whose work has been featured on PBS, NPR, TED and CNN, and Charlotte Beers, former chairman and CEO of Ogilvy & Mather Worldwide, are the newest additions to the Texas Conference for Women keynote speaker lineup. The annual Conference is the largest of its kind in the state and will be held at the Austin Convention Center on October 24, 2012.

“We are thrilled to host Gretchen Rubin, Brené Brown and Charlotte Beers at this year’s conference,” said Texas First Lady Anita Perry. “These women have each made lasting impacts in the areas they are passionate about and are already living out this year’s theme, ‘Imagine!’”

After the international success of “The Happiness Project,” Gretchen Rubin authored “Happier at Home,” an account of dedicating one school year to making her home a place of greater simplicity, comfort and love. Dr. Brené Brown, a research professor at the University of Houston Graduate College of Social Work, has spent the past twelve years studying vulnerability, courage, worthiness and shame. With more than five million views and counting, her TED talk continues to be one of the most viewed on TED.com. Dr. Brown’s next book on vulnerability is due for release this September. Featured on the cover of Fortune Magazine and Business Week Magazine as one of the most powerful women in America, Charlotte Beers revolutionized advertising for products and brands around the globe.

Themed ‘Imagine,’ the 13th annual Conference hosts thousands of women from across the state for a full day of networking, professional development and personal growth. Since the first Conference in 2000, the nonprofit, nonpartisan leadership event has drawn women of all ages and backgrounds. The one-day Conference features keynote addresses and breakout sessions led by experts in the fields of business, philanthropy, health, finance, media and professional development. Attendees learn new communication skills, leadership strategies and work-life balance tools designed to enhance their professional and personal growth.

The Texas Conference for Women is presented by Dell and generously underwritten by dozens of corporations including AAA Texas, AT&T Texas, Cancer Treatment Centers of America, Charles Schwab & Company, ConocoPhillips, ExxonMobil, Phillips 66, Shell Oil Company, The Texas Tribune, and The University of Texas at Austin.

To register or learn more about the 13th Annual Texas Conference for Women, visit our website at TXConferenceForWomen.org, follow us on Twitter at <http://twitter.com/#!/TexasWomen> or like our Facebook page at <https://www.facebook.com/texasconferenceforwomen>.

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