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**Campaign School Gives Women “The Winning Edge”**

PITTSBURGH (December XX, 2007) ... Women can gain “The Winning Edge” for elections and learn how to build a successful campaign at the Pennsylvania Women’s Campaign School on January 25-27, 2008 at Chatham University in Pittsburgh. Sponsored by the Pennsylvania Center for Women, Politics, and Public Policy at Chatham University and the Pennsylvania Women’s Campaign Fund (PWCF), the two-and-a-half day intensive workshop led by facilitator Diane Cromer will cover topics including but not limited to creating an effective campaign message, handling communication crises, managing criticism, and fundraising. Participants will work in teams to simulate a real-life political campaign and will have the opportunity to network with local women elected officials.

Diane Cromer has had management responsibility on over twenty political campaigns both nationally and internationally. Ms. Cromer says, “Victory results when a campaign and candidate know how to make the right decisions at the right time and that comes from experiencing campaign situations. This case-based school provides that hands-on practice and that is why it can create the winning difference.”

The tuition fee for the school is \$200, which covers registration, all instructional materials, and meals. A limited number of scholarships are available to assist in the cost of registration, travel, or childcare. Scholarship requests must be submitted with registration form no later than January 9. The request should include a budget and a brief justification for the scholarship.

More information and registration forms are available at [www.chatham.edu/pcwppp](http://www.chatham.edu/pcwppp) and [www.pawcf.com](http://www.pawcf.com) or by calling 412-365-1878 or e-mailing [pcwppp@chatham.edu](mailto:pcwppp@chatham.edu).

Registration closes on January 9, 2008.

The partnership between the Pennsylvania Center for Women, Politics, and Public Policy and the Pennsylvania Women's Campaign Fund (PWCF) has created an effective program pulling on the strengths of organizations committed to improving the status of women in public leadership. "The Commonwealth of Pennsylvania currently ranks 44<sup>th</sup> in the number of women serving in its legislature with only thirty-seven women serving as of the current legislative session," said Dr. Allyson Lowe, the Director of the Pennsylvania Center for Women, Politics, and Public Policy. "The limited presence of women in public leadership creates a compelling interest in organizations, like ours, to train women to successfully run a campaign; we are dedicated to producing candidates who are both capable of running and winning, like Campaign School alum Representative Lisa Bennington (D-21)."

Established in 1982, the Pennsylvania Women's Campaign Fund (PWCF) is the only state-chartered political action committee that works to elect progressive women to the Pennsylvania General Assembly, regardless of political affiliation. Since its inception, PWCF has supported women candidates from both political parties running for the Pennsylvania House of Representatives and the Pennsylvania Senate in every election. PWCF also partners with educational institutions and community groups to sponsor Campaign Schools in various regions of the Commonwealth.

The Pennsylvania Center for Women, Politics and Public Policy at Chatham University provides programs for the community, such as candidate and advocacy training, as well as campus programs for students and faculty. These programs educate on contemporary policy issues, promote political awareness, develop leadership skills for college and community women, encourage the development of networks, link curricular and activities for students, and foster the application of knowledge to politics and policy. For students, the Center also facilitates connections between study, experience, and careers in public life through experiential learning.

Chatham University provides its almost 1,900 students with a solid education built upon strong academics, public leadership and global perspectives. Chatham's graduate

programs, continuing education and certification programs provide women and men with advanced education for professional careers. Founded in 1869, the University includes Chatham College for Women; the College of Graduate Studies; and the College for Continuing and Professional Studies. The 35-acre arboretum campus is located on historic Woodland Road in the Shadyside section of Pittsburgh. For more information call 800-837-1290 or visit [www.chatham.edu](http://www.chatham.edu).

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