

TOMORROW'S WOMEN

FOR IMMEDIATE RELEASE

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SANTA FE-BASED NON-PROFIT, CREATIVITY FOR PEACE, ENTERS AMBITIOUS NEW PHASE WITH A NEW NAME, VISUAL IDENTITY, AND VIRTUAL PROGRAMMING

Creativity for Peace Announces Name Change to *Tomorrow's Women*, and Reimagines Programmatic Engagement During COVID-19 and Beyond



SANTA FE, NEW MEXICO, USA, Monday, August 17, 2020 — Tarrie Burnett, Executive Director, and the Board of Directors of *Creativity for Peace* are thrilled to announce the organization has changed its name to *Tomorrow's Women*, and has undergone a visual rebrand that fully embodies the organization's bold vision of achieving peace and social justice.

Creativity for Peace began with a powerful vision by Rachel Kaufman, Anael Harpaz, and Debra Sugerman in 2003, and since it's founding nearly 20 years ago, the mission of the organization has never been more important: to empower young women as they build leadership skills toward peace-making in Palestine and Israel.

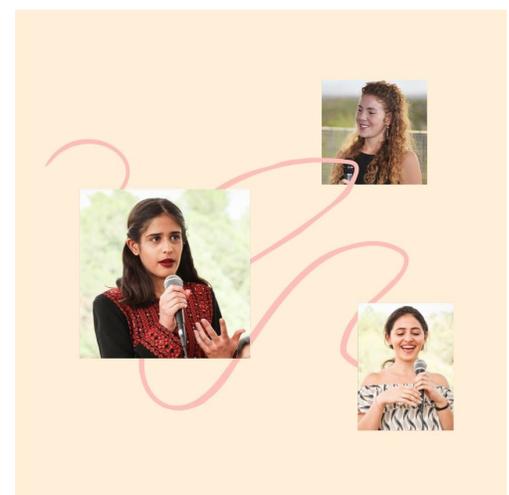
"As an organization, we are thrilled and, most importantly, ready, to take this natural next step," said Tarrie Burnett, Executive Director of *Tomorrow's Women*. "Our mission and vision remain steadfast as we position ourselves as the leader in the field of social justice and peacemaking through the empowerment of young women. This new phase is a true signal of our commitment to our long-lasting work in Palestine, Israel, and New Mexico, and we look forward to a bright future as we build a community of individuals who stand with us, and believe that peace and equity are attainable goals."

This momentous change for the organization comes on the heels of exciting programmatic shifts in the midst of COVID-19 as the organization decides to move the Young Leader program online for the first time and spearheads a new initiative to virtually bring together youth in the United States and the Middle East. Together, these advances forward, show that *Tomorrow's Women* is far from slowing down.

A FRESH, NEW LOOK

Designed and produced in partnership with Madeo Studio, a Brooklyn, New York-based creative studio with a focus on social impact, the new visual identity reflects and celebrates the organization's bold history, and the future generations of young women who will partner for peace and social justice.

In the design, you'll find lines that connect the young women, symbolic of the "partnering" that is cultivated in the Young Leaders. Calling on other key elements of the program—namely the intensive dialogue sessions and collaborative creative workshops that enable Young Leaders to break down feelings of hatred and fear to pave the way for understanding—the lines seek to visualize this brave act of personal growth and connection. Most importantly, the young women are front and center—it is their hope for change and courage that is at the heart of the organization, and it was imperative to elevate and





showcase their voices, voices that are so often repressed and left unheard.

The organization would like to acknowledge the late Connie Kaiserman Robinson, a long-time board member and a generous donor who made this rebrand possible. It was her larger than life vision and support that enabled Tomorrow's Women to take this important next step.

BUILDING CONNECTIONS THROUGH VIRTUAL PROGRAMMING

To adapt to the limitations presented this year by COVID-19 and to ensure the utmost safety for the 2020 cohort of Young Leaders, *Tomorrow's Women* has decided to make the exciting shift to *virtual* leadership seminars to kick off their 2020 Young Leader program this fall. Led by the organization's skilled facilitators, these workshops will bring together sixteen young women from Palestine and Israel to begin their leadership journey, and culminate with the summer intensive (camp) in Santa Fe in Summer 2021.

"We acknowledge this new programmatic model is a bit different than previous years," said Tarrie Burnett. "However, as we safely navigate these unprecedented times, we know we must adapt with our young women, act boldly and be courageous to ensure an exceptional year."

In addition to this programmatic shift, *Tomorrow's Women* is making strides to fully lean into the power of virtual connection with their newest initiative, Transformational Encounters, a virtual exchange program based in the United States and the Middle East funded by a grant received from the Stevens Initiative. As one of 18 programs funded as part of the [Stevens Initiative Response to the Coronavirus Pandemic](#), Transformational Encounters will create a safe space for American, Palestinian, and Israeli youth to engage in collective reflection and dialogue about their sense of identity as it relates to place and belonging.

"While we cannot predict what lies ahead with the pandemic, we are pleased to work with our grantees to provide virtual exchange opportunities when the world is deeply in need of connection," said Christine Shiau, Managing Director, Stevens Initiative at the Aspen Institute.



Transformational Encounters will offer an incredible opportunity for young global citizens to forge lasting connections with peers who share an appreciation for cultural exchange, dialogue, and community.

ABOUT TOMORROW'S WOMEN

Tomorrow's Women has trained more than 300 young Palestinian and Israeli women to partner as leaders by transforming anger and prejudice into mutual respect, facilitating an understanding of the other and inspiring action to promote equality, peace, and justice for all. The organization's hallmark program, the Young Leader Program, brings together sixteen Israeli and Palestinian women for a year-long leadership experience that begins with a three-week summer intensive held near Santa Fe, New Mexico, and continues with workshops in Israel and Palestine. Advanced leadership trainings, mentorship, speaking tours, and other impact projects enable Young Leaders and alumnae to continue their work as change-agents in their communities and around the world.

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