

SOW Victory Fest May event will empower females globally and collect funds for Ukrainian mothers.

SOW Victory Fest is a global online event like no other. SOW, which has a double meaning – “to plant a seed for growth” and also stands for “**Strong Optimistic Women**” - is a virtual event imagined by Shannon Malkin Daniels, Founder & CEO of encaptiv and Zefinitely Zef Zan of We Do Virtual Events LIVE, to bring together inspirational women from all corners of the globe to learn, share, explore and network.

SOW Victory Fest is an online event with a global gathering of Strong, Optimistic Women coming together to elevate women, create a more equitable and empowered world, and celebrate the victories of female trailblazers - past, present, and future.

Ten international female Ambassadors from all corners of the world (U.S., Europe, S.E. Asia, Canada) have also volunteered their time to bring the mission of SOW Victory Fest to life in its inaugural year. The global digital festival will occur on May 10-12, 2022, and will feature established and inspirational female speakers and entertainers from an array of countries.

Shannon Malkin Daniels, Founder & CEO of encaptiv, an audience engagement platform for virtual, hybrid and in person events, and the Co-Founder of the event, said, "This is an event that the world needs. We all need to celebrate more victories and lift each other up, especially as women. To bring our vision of enhancing international cooperation and friendship between us to life, it was essential for us to partner with women from around the world - including seasoned event planners - to design a digital event for women by women."

Zef Zan, LIVE Broadcast & Virtual Events Producer, talk show host, and Co-Founder of SOW Victory Fest, highlights the importance of charitable giving attached to the event, "We knew we wanted to support an important cause that helps women. We explored various options and wanted to select a charitable organization that would directly help women. With the War in Ukraine, we could not turn a blind eye to what is happening. One of our ambassadors is based in Europe, and this is all she can talk and think about. She brought us an amazing opportunity to provide assistance to refugees, so we will be supporting exceptional projects that are aligned with the SOW Victory vision."

The project that SOW Victory Fest will be supporting is the creation of a unique refugee center for Ukrainian mothers and kids. All net proceeds for the event will be donated to this Center, and will go directly to helping those in need.

"A lot of attention is now on Poland as the central refugee hub. With more than 2.5 million people who arrived in Poland in just one month - this is more than any country has received, and I feel we need to support Ukrainian women who have lost everything they had," Shannon added.

Pauline Kwasniak, CEO of finedeeds, the charitable technology partner of SOW Victory Fest said, "It's hard being a confident and powerful woman and event planner, going about our businesses while walking the same streets as Ukrainian women do, and watching them in despair. You can feel this in Europe, and we want to support them right now. We are working in a Ukrainian-led organization, which not only provides basic items to Ukrainian refugees here in Poland and into Ukraine but is now building a center for Ukrainian mothers."

Shannon and Zef created SOW Victory Fest to empower every woman worldwide, and each year they will choose a different cause to support. Ultimately, they'd like to develop a scholarship fund to help provide opportunities to educate and uplift women globally.

Zef added, "It is critical to react and provide support to women worldwide. We cannot forget about the atrocities in Syria or the situation Afghan women face right now when it comes to their right to education, and we will shed light on these critical issues too. Each year we will continue to grow our community, our reach, and our event and give more and more support. But we need to start somewhere."

SOW Victory Fest was born out of a desire to elevate women, inspire change and sow the seeds for a more equitable and empowered world; while celebrating the victories of female trailblazers - past, present, and future.

The organizers are looking for corporate companies and institutions that would like to partner and sponsor the event.

"This event will grow every year, and we are looking for organizations and companies that are eager to take action with the 17 UN sustainable goals in mind, many of which directly relate to women worldwide – from quality education to no poverty, reducing inequality and decent work, amongst others," says the event co-founder, Shannon Malkin Daniels.

Please join a global collective of Strong Optimistic Women on May 10-12th online - tickets and more information can be found at www.sowvictory.com.

For partnership, sponsorship and exhibitor inquiries, please email Claire Chen at sowvictory@gmail.com.