

Bucuharest, May 18, 2009

## **Lowe PR and The Ithaka Foundation sustain the equality of chances for women**

Lowe PR helped organize the "Equality of chances for women in the Romanian politics: obstacles and challenges" conference, under the patronage of the Ithaka Foundation, in partnership with The Robert Schuman Foundation, as a part of the program by the European Commission "Women in Europe - Reaching parity".

A number of dignitaries and high-profile persons joined the debate for the promotion of women in both the business and the political field: **Roberta Anastase**- President of the Chamber of Deputies, **Anca Boagiu** -Vicepresident of the Romanian Senate, **Gabriela Cretu**- Member of the European Parliament, **Mihaela Miroiu**- professor at the National University of Political and Administrative Studies, **Maria Toghina**- President of the Romanian Society of Radio and Television and **Jean-Dominique Giuliani**-President of The Robert Schuman Foundation.

The promotion of women in high positions in politics, in the business field or in decision-making structures of the state represents a problem which has been the subject of many debates in the past years. Nevertheless, the representation of Romanian women in these areas still remains one of the lowest in Europe.

The guests took a stand about the situation and advised the women of Romania to dare more in order to advance to high level executive jobs. The themes brought into discussion were: *Women in the elective structures*, *The woman in the Romanian society* and *The Creation and the Development of a network of Women in Politics*.

"The presence of women in key positions in society is of an undebatable necessity. Romania needs to reach the level of the North-Western European countries, where women contribute to making of the most important decisions of the government. Lowe PR has enthusiastically supported The Ithaka Foundation' s initiative to launch a consistent debate around this subject along with reference models for the women in

Romania and will continue to promote this message of support”, stated Monica Botez, PR Manager Lowe PR.

The event is part of a series of actions which take place in five European countries : the Czech Republic, Greece, France, Romania and Spain. The works will be presented next fall in the European Parliament during the conference “Women in Europe- Reaching Parity”.

The campaign will conclude with the editing of an informative brochure which will sum up the main messages brought up by the Romanian personalities who took part in the debate. The details of the event as well as the messages of the Romanian program will become thus accessible to the interested public from countries like France and England.

### **About Lowe PR**

Winner of a Golden PR Award for Excellence in the “PR for marketing” category at the PR Award 2008 together with Unilever/Rexona, and finalist in the Sabre Awards 2008, Lowe PR covers the entire spectrum of global specialty practices (Corporate Communications, Corporate Social Responsibility, Healthcare, Internal Communications, Marketing & Brand Strategic Communications, Public Affairs, Technology), as well as specialized services (Media Relations, Financial Communications, Media Training, Research, Issue & Crisis Management).

The Lowe Public Relations client portfolio includes big companies such as: Orange, Electrolux, Unilever, Orange, RBS (Royal Bank of Scotland), Johnson&Johnson, Eli Lilly, Walmark, Abbott Romania, Stem Health Unirea, CSC Pharmaceuticals, TNT Romania, FOCUS „The Romanian Centre for Missing & Sexually Abused Children” Lowe & Partners, Initiative Romania, Medic One.

In 2009, Lowe PR managed the public relations campaign for the European Parliament elections in Romania, the largest institutional campaign of the year and in the history of Europe.

Lowe PR is member of one of the biggest communication groups in Romania along with: Lowe & Partners, Initiative, e-Lowe, Medic One and Scholz & Friends.