



FACTS on NWFM 2009

- In 1999, Kappa Delta Sorority created National Women's Friendship Day for all women. For ten years in a row, it was celebrated the ***third Sunday in September***. The day was so popular that the celebration was expanded to National Women's Friendship Month for 2009. We encourage women to celebrate this milestone the entire month of September this year. If you would like more information, call Kappa Delta at 901/748-1897 or 800/536-1897. Visit us on the Web at www.womensfriendshipmonth.com.
- With a membership of over 200,000 women, Kappa Delta knows the value of women's friendship. Kappa Delta created National Women's Friendship Month to acknowledge the ***importance of friendship among women***. We want to encourage women to take the time to show their appreciation for the support and encouragement they often take for granted. We hope women will develop and nurture their friendships with other women throughout the month of September each year.
- Thirty-four (34) states now have ***governor's proclamations*** that endorse National Women's Friendship Day. States with proclamations include: Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Minnesota, Mississippi, Missouri, Nebraska, New Hampshire, New Jersey, New Mexico, North Carolina, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Washington and Wyoming.
- NWFM is ***celebrated across the country*** by individuals, women's groups, retail businesses and others. Women celebrate in a variety of ways. Some women send cards to their friends. One group of friends celebrated with a spa day. One women's group collected toiletries for military women serving in Iraq. Another group of friends ran in the New York City Komen Race for the Cure in memory of a friend. Yet another group planned a girlfriends' weekend at the beach.
- Several ***businesses have promoted National Women's Friendship Day in the past. Many continue to support National Women's Friendship Month***. National supporters have included Avon's mark cosmetics, Maidenform, General Foods International, Karen Neuberger, Vera Bradley Designs, Suzy's Zoo, Pink Magazine, My Charmed Life, B.Sweets Chocolate, Seasons and Sentiments and more. Local boutiques and salons across the country have held special events and sales. In the past, a shopping district in Philadelphia, Pennsylvania held special events, including a fashion show at Talbots and book signings at Borders bookstore.
- Many notable women have served as ***honorary chairmen of National Women's Friendship Day***. Past honorary chairmen include: Sara James, NBC news correspondent and Ginger Mauney, wildlife filmmaker; Pat Miller, co-founder of Vera Bradley Designs; Karen Neuberger, founder of the Karen Neuberger, Ltd. sleepwear line and author of *The Secret Language of Girlfriends*; and Carmen Renee Berry and Tamara Traeder, authors of *Girlfriends* and *Girlfriends for Life*.
- The campaign has received both ***local and national publicity***. Many newspapers and television stations have covered the day – from Lincoln, Nebraska to Shippensburg, Pennsylvania, from San Antonio, Texas to Anchorage, Alaska. It has been mentioned in several magazines, including *Pink Magazine*, *Teen People*, *Memory Makers Magazine*, *Today's Christian Woman*, and *Memphis Woman*. National Women's Friendship Month is continuing to capture the attention of the media.

- A nationwide survey released June 2006 found a ***sharp decline in friendships***. Study co-author Lynn Smith-Lovin, a sociologist at Duke University in Durham, N.C., said, “From a social point of view, it means you’ve got more people isolated.” Weakening bonds of friendship can have far-reaching effects. Among them: fewer people to turn to for help in crises like Hurricane Katrina, fewer watchdogs to deter neighborhood crime and fewer participants in community groups. By encouraging women to place value in their friendships with other women, National Women’s Friendship Month is meant to turn the trend around.
- We all know that friendship can make us happier, but now we know that ***friendship can make us healthier***. Studies have found that social ties reduce our risk of disease by lowering blood pressure, heart rate and cholesterol, major risk factors for heart disease. A landmark UCLA study found that when a woman engages in “tending and befriending,” her body, unlike a man’s, releases more oxytocin, a chemical that counters stress and produces a calming effect. From the famed Nurses’ Health Study from Harvard Medical School, researchers concluded that not having close friends or confidants was as detrimental to your health as smoking or carrying extra weight. “There’s no doubt,” says Dr. Klein, “that friends are helping us live longer.” National Women’s Friendship Month is a great opportunity to celebrate these important friendships and to educate women about health issues.
- ***Women friends have played important roles in the history of our country***. The cause of women’s suffrage and many other good causes have been born out of the friendship of women. In a speech, Harriot Stanton Blatch speaks about the friendship between her mother Elizabeth Cady Stanton and Susan B. Anthony: “When the cause for which you have worked shall be victorious, then, as is the way of the world, will it be forgotten that it ever meant effort or struggle for pioneers; but the friendship of you two women will remain a precious memory in the world’s history, un forgotten and unforgettable.” From women’s shelters to women’s business associations, women friends have joined together to make a difference.
- ***Women have a great impact on the economy***. Women contribute \$3.5 trillion to the U.S. economy annually, according to Women’s Consumer Network. “Women do 85 percent of the shopping in America. We buy 50 percent of all the cars. We spend 81 cents of every dollar spent in the grocery store,” says Melissa Moss, president of the Women’s Consumer Network. Women do most of the shopping, and quite often, they shop with friends. That’s not to mention that most women’s consumer choices are influenced by advice they receive from other women.
- ***Women make up a large segment of the labor force***. In 1920, women represented less than 20 percent of the total U.S. labor force. Today 56 million women workers make up 45 percent of the nation’s civilian work force. There’s no doubt about the important role women play in the success of businesses and organizations nationwide. *AUSA Today* article (Dec. 1, 2004), reported that “best friends are good for business” and that “employees with buddies at work are more ‘engaged.’”
- ***Women’s friendship is a “hot topic.”*** Flip through almost any magazine and you will find an article that acknowledges the importance of women friends. We’ve all seen the headlines: “Real Women Tell What Keeps Them Close,” “Friends Share Parenting Advice” and “17 Steps for Having Friends for Life.” Broadcast news and television programs are no different. Surf the channels on any given day and you will find programs where two women join together to make a difference in their community...close friends reunite after years of separation...two women get makeovers for their class reunion. Women look for programs that offer support and encouragement, stories that reflect their lives and interests.
- ***Every woman and every women’s group can celebrate*** National Women’s Friendship Month during September. Send a card. Make a phone call. Meet for lunch. Plan a girlfriends’ getaway. Take part in a women’s health fair. Host a seminar on an issue important to women. Organize a clothing drive for needy women. From the simple to the more complex, there are countless ways to celebrate our women friends!

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