



For Immediate Release

Wing to Wing Women's Mentoring Project Takes Flight to Inspire Mentorship Among Women

Global volunteer movement offers inspiration, insight, mentoring resources, and a free mentoring guide for achieving personal and professional aspirations

SEATTLE – May 10, 2010 – On the heels of Mother's Day, a day that honors the most prolific mentors around, Career Woman, Inc., a Seattle-based international consulting company dedicated to the advancement of women in business, launched the [Wing to Wing Women's Mentoring Project](#). Wing to Wing is the brainchild of author, career coach and mentor, Lisa Quast, who envisions a world where women actively reach out to other women and offer their professional and personal support with the goal of eliminating negative competitiveness and encouraging positive assistance – woman-to-woman, one woman at a time. Wing2WingProject.com will host a wealth of resources for promoting peer guidance relationships with easy to use tools and encouraging, real-life stories of mentorship.

According to Catalyst, a leading non-profit research organization that seeks to build inclusive workplaces and expand opportunities for women, mentoring programs have the ability to increase promotion opportunities, raise job satisfaction, improve individual performance, and decrease job turn over. "Wing to Wing aims to promote, support and expand the practice of guiding and inspiring other women," said Wing to Wing founder and Career Woman, Inc. CEO Lisa Quast. "If every woman mentored just two other women and they in turn mentored two more women, the difference—in both the professional world and in people's personal lives—could be profound."

Wing to Wing encourages women to recognize the positive influence they can have on other women and asks them to pledge to embrace the opportunity to become a mentor. Not sure where to start? No problem! Career Woman, Inc.'s [free mentoring guide](#) will help you take flight in your new mentorship role. Then, simply look around. There are women everywhere who can benefit from your mentoring help. And while mentoring women at work is an obvious place to start, Wing to Wing also suggests reaching out to women you encounter in your personal life like friends, neighbors, students, and those at local women's shelters or not-for-profit organizations like Dress for Success® or the YWCA.

Wing to Wing is actively seeking heartening mentoring stories, from mentors and mentees alike. Submissions can be made [here](#), and the best stories will be featured on the Wing to Wing website, as well as Career Woman, Inc.'s *Career Memos* blog, which attracts more than 100,000 readers per month.

Who is behind the *Wing to Wing Mentoring Project*?

The *Wing to Wing* Mentoring Project was founded by Lisa Quast. Lisa spent 20 years climbing the career ladder in corporate America and saw the need to reach out and help other women be successful. Through her mentoring work, Lisa realized her passion in life was making a difference in the lives of other women by helping them achieve their dreams. She began working with women who were abused, homeless, economically challenged, or seeking new direction in their lives. Lisa brought women together, teaching them how to create a personal development plan and how to believe in themselves and face challenges head-on in order to keep learning and growing. After just a few years, she provided more than 60 free training seminars, reaching over 1,700 women.

That's when Lisa decided she couldn't do this alone. In order to have an exponentially positive impact on women around the world, it would take additional women to lend a helping hand by becoming volunteer mentors. So she discussed her idea of creating a volunteer global movement with several friends, who helped her breathe life into the concept. And, *Wing to Wing* took flight.

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