

FOR IMMEDIATE RELEASE

West Tenth launches the #TisHerSeason Pledge, an initiative to bring equitable economic recovery to women-owned businesses.

October 19, 2021 - The #TisHerSeason Pledge calls on individuals to shift at least 50% of their holiday spending to female-led businesses. Consumers across the country are joining together to sign the pledge and commit to using their purchasing power this season.

Over the last two years, women have endured unequal access to resources, a widening wage gap, an increased demand in domestic responsibilities, and over two million women had to leave the workforce. The pandemic accelerated trends women have long fought to reverse, underscoring the need for a gender-responsive recovery.

“Generations of women entrepreneurs have been set back by the disproportionate negative impacts we have faced during the pandemic,” shared Lyn Johnson, co-founder of West Tenth and #TisHerSeason Pledge. “We need to bring gender equality to the core of the recovery effort and the forefront of consumers' minds this holiday season.”

The #TisHerSeason pledge launches on National Business Women’s Week®, and will mobilize communities just in time for Women's Entrepreneurship Day in November and the holiday shopping season ahead. The signing of the Pledge is the cornerstone of the initiative, which includes tools for female entrepreneurs, the beginning of many conversations around challenges facing women in business, and resources to shift spending habits with an innovative guide to shopping women-owned products and services: everything from made-from-scratch pies and sweet treats by local bakers, catering services; to unique handcrafted gifts, fresh flowers, festive home-decor, and other holiday essentials.

“Our purchasing power can set in motion meaningful impact in our communities, and across the nation,” said Sara Sparhawk, co-founder of West Tenth and #TisHerSeason Pledge. “The initiative provides an opportunity for people to be intentional this season and put their money where their values are.”

Pledge signatories include Aspire Her, Better Ventures, Brilliant Ventures, The Community Fund, Livelihood, Love Woolies, Techstars, and Women Tech Council.

About West Tenth: West Tenth is on a mission to create a new economy where women who want to work for themselves find the tools, resources, and platform to grow their talents into successful businesses. After years working in tech and finance, founders Sara Sparhawk and Lyn Johnson knew they wanted to focus their energy on entrepreneurs, like themselves, running small businesses from their homes. In 2019, they launched the West Tenth app, a marketplace for women-owned, home-based businesses. Since its inception, West Tenth has built a community of talented professional services and handmade products for consumers to discover. [Westtenth.com](https://www.westtenth.com)

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