

TIMES SQUARE LIGHTS UP FOR THE NEW YORK WOMEN'S FOUNDATION

New York, NY (July 18, 2017) – This July, The New York Women's Foundation is giving New Yorkers and tourists something to look up to in Times Square. Thanks to Morgan Stanley's Lights on Broadway campaign, which builds public awareness of nonprofit organizations, The Foundation is featured on the digital billboards of the financial services firm's Times Square headquarters at Broadway between West 47th Street and West 48 Street for the entire month.

"Morgan Stanley has been a vital philanthropic partner of The New York Women's Foundation for 24 years and we are thrilled to be showcased on their iconic billboards at the crossroads of the world. The Lights on Broadway campaign is a wonderful example of their creative approach to corporate philanthropy and finding dynamic ways to support and highlight nonprofit organizations," said Ana L. Oliveira, President & CEO of The New York Women's Foundation.

The theme of The Foundation's billboards is "Radical Generosity," intended to encourage observers to stand together for *all* of New York's women by donating, volunteering or sharing photos of the billboards' content on social media. The photographs depict some of The Foundation's grantee partners, including the Correctional Association of New York, Sakhi for South Asian Women, Upwardly Global, and WHEDCo.

Oliveira said, "One in four women lives in poverty in New York City -- The New York Women's Foundation and our grantee partners are working to change that. Lights on Broadway is a unique opportunity for us to engage the thousands of people who pass through this intersection and let them know about our mission to support women leaders building solutions in their communities."



Ana Oliveira, President & CEO of The New York Women's Foundation and Mary Caracappa, Managing Director- Firm Strategy and Execution at Morgan Stanley and Board Member of The New York Women's Foundation

[About The New York Women's Foundation](#)

The New York Women's Foundation creates an equitable and just future for women and families by uniting a cross-cultural alliance that ignites action and invests in bold, community-led solutions across the city.

Contact:

Nancy Guida, 646-564-5988 or nguida@nywf.org

Ilyse Fink or Barbara Dimajo, 212-575-4545 or ifink@lakpr.com / bdimajo@lakpr.com

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