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**For Immediate Release**

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## **WPEO HOSTS 10<sup>th</sup> ANNIVERSARY BREAKTHROUGH BREAKFAST**

[New York, NY] – The Women Presidents’ Educational Organization (WPEO) will host its annual Breakthrough Breakfast for Women Business Enterprises (WBEs) at the Pierre in New York City on June 6<sup>th</sup>, at 8am. The Breakfast provides a networking reception, matchmaking opportunities, Done Deals awards and a mini-trade fair.

This year the Breakthrough Breakfast will also honor the winners of the WPEO’s 3<sup>rd</sup> annual Done Deals™ Challenge, a program launched to recognize and celebrate business contracts between WPEO Corporate Sponsors and WBEs. As part of the Challenge, both WBEs and Corporate Sponsors reported any “deals” signed between the dates of April 1, 2007 and March 31, 2008.

“In our tenth anniversary year the focus of the WPEO has been to open even more doors to women owned businesses.” said Marsha Firestone, Ph.D, president and founder of the WPEO. “We have been able to track our effectiveness through the Done Deals Challenge – initiated to recognize all of the contracts that have been signed within the WPEO family in the tri-state area.”

“Certification has provided my company with credibility and validity that is recognized by major corporations,” said Margaret Marcucci, CEO of Camelot Communications Group, Inc.

Avis Budget Group, Morgan Stanley and Time Warner are the lead corporate sponsors and CWI and JRT Realty are the lead WBE sponsors of the event. All attendees are invited to attend a pre-breakfast networking session from 8- 9am.

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### **About the WPEO:**

The Women Presidents’ Educational Organization (WPEO) is a regional affiliate of the Women’s Business Enterprise National Council (WBENC), the nation’s premier third party certification organization for women owned businesses. The mission of the WPEO is to create increased access to business opportunities for WBEs. Our programs develop skills and knowledge for WBEs, advocate in the public and private sectors, foster relationships between WBEs, corporations and the government, and provide certification services. WPEO provides full service third party certification to women entrepreneurs in the New York, Northern New Jersey (including Princeton and points North), Southern Connecticut and the Washington, DC, Maryland, and Virginia areas. WPEO is incorporated in the state of New York and is recognized as a 501(c)(3) organization. For more information see the website at [www.wpeo.us](http://www.wpeo.us) or call (212) 688-4114.