

September 14, 2020

FOR IMMEDIATE RELEASE:

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**CHANGE YOUR STORY: International Womens' Lifestyle Conference: Saturday, November 14, 2020 9am to 5pm**  
To be held in a private Facebook group for ticket holders. Purchase tickets: [www.womenslifestylecoaching.com](http://www.womenslifestylecoaching.com)

CHANGE YOUR STORY: the 2020 International Woman's Lifestyle Conference is an all day virtual event to be hosted on Facebook on Saturday, November 14, 2020 9am to 5pm by Women's Lifestyle Coach Rukshana Hafez Triem. The conference will feature various motivational speakers, performances, zoom breakout sessions, and vendors in our international marketplace throughout the day and concludes with the fabulous African Fashion Show, highlighting designs from our partners in Africa, modeled by women of all shapes, sizes, and colors.

After three years of producing women's speaking events and retreats, we've seen the power of bringing together hundreds of women who are seeking personal growth and professional development! This conference fosters an intimate forum that introduces big ideas, encourages interactive discussion and builds lasting connections. Participants will be guided through setting aspirational visions, overcoming blocks, and taking the right steps to turn their dreams to reality. Inspirational and experienced speakers will share their insights in personal development with a focus on goal setting. The conference will feature an East African fashion show of clothing made by Tengua village women who are learning to be self sufficient through a partnership with a nearby Trade School. Also part of the event are health & beauty panels, music, shopping opportunities, live demonstrations, and a networking after-party. This event is a fundraiser for the Firmina Foundation and will directly support work in communities in Mozambique, Malawi, and Zambia. All proceeds will benefit the Firmina Foundation.

The Firmina Foundation is inspired by the remarkable life of Rukshana Hafez Triem. In 1985, war forced Rukshana and her family to flee their home in Mozambique. Rukshana, her parents, and her three siblings hiked two weeks across the mountain to find refuge in Blantyre, Malawi. They resided in the small village for 5 years before moving to a refugee camp in Zambia. After several more years, they were granted asylum, and in 1992 they moved to the United States. Shana's life has been oriented around community service here in Portland, Oregon and now she is turning to contribute to the three countries of her origin. In her words: "All these three countries give me hope and life, and now it's time to go back and give others hope and dreams. Education is what I would love to give back to Mozambique, Malawi, and Zambia." The Firmina Foundation is dedicated to transforming the lives of children living in the developing world. Its mission is to support children from the poorest communities, giving access to quality education so that they have an opportunity to learn and can work towards a brighter future. Read more about their philanthropic efforts on their website: <http://firminafoundation.org>.

This event is a call to unite and empower women around the world in a time when we need it the most. Due to the state of current affairs, many women are experiencing a deep sense of despair and feel stuck in their circumstances. Our incredible line-up of inspirational speakers and performers will bring messages of hope and resilience to conference attendees to uplift their spirits, give them tools and encouragement to transform their lives. See full conference program and purchase tickets on our website [womenslifestylecoaching.com](http://womenslifestylecoaching.com).

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