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WOMEN WORK!
The National Network for Women's Employment

FOR IMMEDIATE RELEASE

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***Opportunity Delivered* Partnership Increases Employment Opportunities for Maryland Women**

WASHINGTON, DC — *Opportunity Delivered*, a new partnership to increase job placement opportunities for Maryland's unemployed and underemployed women, was launched today by Frito-Lay Mid-Atlantic Region and Maryland Women Work! at a press briefing in Aberdeen, MD. Del. B. Daniel Riley (D-Cecil/Harford) joined Frito-Lay executives and representatives from Maryland Women Work!'s state-wide workforce development programs, to kickoff this unique project that benefits Maryland families, communities and employers.

"Frito-Lay is always looking for opportunities to expand its diverse workforce," said Tracy Faber, vice president, human resources, Frito-Lay North America. "Through the *Opportunity Delivered* partnership, our Mid Atlantic Sales team gains access to much needed, talented women, and at the same time we can have a positive impact on Maryland women, their families and the community."

Though more than half of American women provide at least half of their families' income, women are more likely than men to be relegated to low-wage service industry jobs. *Opportunity Delivered* increases opportunities for Maryland Women Work! job training program graduates to become Frito-Lay employees in non-traditional positions at various Frito-Lay locations across the state.

"By helping more women enter non-traditional occupations, Frito-Lay Mid-Atlantic Region and Maryland Women Work! are creating access to well-paying employment for women," said Jill Miller, President and CEO of Women Work! The National Network for Women's Employment, the organization that brokered the *Opportunity Delivered* partnership.

"*Opportunity Delivered* links Maryland Women Work!'s program graduates with Frito-Lay Mid-Atlantic Region jobs that pay family-supporting wages," said Chrys Ellerton, President of Maryland Women Work!. "When Maryland women earn family-supporting wages and support the state's growing industries, families thrive and the state's economy grows, in short, everybody wins."

Maryland Women Work! is a network of job and career development programs that assist women in achieving economic self-sufficiency through work. The Network promotes access to academic, technical and human relations skills that workers need to be competitive in Maryland's economy.

Maryland Women Work! is an affiliate of **Women Work! The National Network for Women's Employment**, a nonprofit, nonpartisan organization that advances economic justice and equality for women through education, advocacy and organizing. Since 1978, the Network has assisted more than 10 million women to successfully enter, re-enter and advance in the workforce. Through supporting, advocating and increasing women's economic self-sufficiency, Women Work! members strengthen families and communities.

Frito-Lay North America is the \$10 billion convenient foods division of PepsiCo, which is headquartered in Purchase, NY. In addition to Frito-Lay, PepsiCo divisions include Pepsi-Cola, Quaker Foods, Gatorade and Tropicana.

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