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Fast Facts

Make A #NYCPowerMove.

WHY NYC IS THE BEST CITY IN THE WORLD FOR WOMEN:

- NYC has more women CEOs than any other city in the country.
- NYC has the smallest wage gap in the country.
- NYC has invested almost \$800 million in women-owned businesses over the past three years alone.

HOW THE DE BLASIO ADMINISTRATION HAS HELPED WOMEN SUCCEED:

- Helped women turn their small business into big business:
 - Launched NYC's first crowdfunding partnership to support women entrepreneurs.
 - Started NYC's first grant program for film and theater projects by, for, and about women, as well as create the Women in Film Finance Lab.
 - Launched a first-of-its-kind targeted loan program that will make more than \$5 million in affordable capital accessible to women entrepreneurs.
 - Made opportunities more accessible to minority and women business enterprises (MWBE).
 - Awarded close to \$300 million in contracts to women businesses in FY 2017.
- Held the ladder steady for New York women:
 - Provided six weeks of fully-paid parental leave to city employees, a first in NYC history
 - Increased minimum wage to \$15 an hour for all city employees, including those contracted with social services agencies.
 - Prioritized gender equity in the administration; 52 percent of senior leadership positions are held by women.
 - Increased pay for teachers and nurses by nearly 20 percent.
 - Banned employers from asking about a prospective employee's salary history. This way, women are paid what they're worth, not what they earned previously.
 - Expanded NYC Human Rights Law to prevent discrimination against pregnant women or those caring for loved ones.
 - Increased the size of our community college graduation acceleration program (CUNY ASAP) by nearly ten-fold (roughly 3,000 students to over 20,000). Fifty five percent of these students are women.
- Put the power of the five boroughs behind women:
 - Provided free, high-quality pre-kindergarten for every single one of the city's four year olds, saving the average family \$10,000 per child and providing a safe learning environment while parents are at work.
 - Assist 50,000 women each year through more than 200 NYC Tax Prep sites to help them maximize tax refunds.
 - Mandated that city officials and public service centers have lactations rooms, one of the only cities in the country to do so.

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HOW THE DE BLASIO ADMINISTRATION HAS HELPED WOMEN SUCCEED, CONTINUED:

- Kept women safe and healthy:
 - Passed legislation making it illegal for landlords to discriminate against victims of domestic violence.
 - Instituted free maternal depression screenings and treatment for all pregnant women through ThriveNYC and launched NYC Well, a connection to free, confidential mental health support for all New Yorkers
 - Instituted paid safe leave for victims of domestic violence, sexual assault, or stalking so women don't have to choose between a paycheck and safety.
 - Required New York City's nail salons to improve unhealthy environments for workers.
 - Made it easier for women to find free or low-cost contraceptives through 311.

WHY WE NEED WOMEN.NYC:

- Close to 50 percent of entry-level employees are women, but they only hold 17 percent of C-suite jobs. Moreover, only three percent of Fortune 500 CEOs are women.
- As of 2017, women earn just 82 percent of what their male counterparts take home.
- And the higher women climb up the career ladder, the greater their wage gap becomes; women in professional specialty occupations earn just 73 percent of what men in the same position earn.
- By age 65, the average working woman will have lost more than \$430,000 over her working lifetime vs. men because of the wage gap. Yet, over 40 percent of moms are now the sole or primary source of income in U.S. households.
- On average, women-owned businesses generate 61 percent less revenue than men-owned businesses.

WHAT WOMEN.NYC IS ASKING OF THE PRIVATE SECTOR:

- Close the pay gap by 2028.
- Reach gender parity on their boards and senior leadership teams by 2025.
- Offer at least six weeks of paid parental leave for new parents.

HOW YOU CAN HELP WOMEN.NYC:

- Share your own story about making a Power Move or helping another woman make hers using the hashtag #NYCPowerMove.
- Follow @Women_NYC on Instagram.
- Log on to Women.NYC to learn how the city can help you and your sisters, friends, mothers, and daughters achieve more.

Outdoor Ads

#nycpowermove

**WE KNOW YOU CAN
DO IT ALONE, BUT YOU
DON'T HAVE TO.**

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#nycpowermove

MAKE A POWER MOVE.

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**YOU HAVE A PLAN.
WE HAVE THE TOOLS.**

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**ERES FUERTE,
DIGAN LO QUE DIGAN.**

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#nycpowermove

**UNIDAS LLEGAMOS
MÁS LEJOS.**

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Projection

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NEW
YORK
CITY

HAS
YOUR
BACK



Social

Social Toolkit.

How to share your #NYCPowerMove:

Take credit for the times you advocated for yourself or took a risk, and inspire others to do the same. Did you go back for a graduate degree after the kids were in school? Did you confront your boss to ensure that you were being paid equal to your male colleagues? Share your #nycpowermove story on Instagram, Twitter, LinkedIn, and/or Facebook, and tag those who helped you along the way!

1. Download the attached image and upload it to your social media accounts.
2. Fill in the blanks in your captions to share a meaningful career move you've made (your #nycpowermove).
3. Tag the women who encouraged you to make your #nycpowermove, or directly helped you along the way.

[Access Power Move Graphics Here](#)

Social Toolkit.

Additional Social Graphics:

Additional graphics are attached for social media sharing that require no personalization. Post them to your social media platforms with your own caption, or one of our suggested options:

- This is big. The City of New York is launching a new resource for women to make their #nycpowermove - [women.nyc](https://www.women.nyc)
- Calling NYC women! There's an incredible new resource on the scene to help make your dreams a reality. Visit [women.nyc](https://www.women.nyc) to learn more #nycpowermove
- New York is dedicated to being the best city in the world for women to succeed. Find out how at [women.nyc](https://www.women.nyc) #nycpowermove
- The strongest women know when to ask for a helping hand. Find out how NYC can assist you in reach your goals at [women.nyc](https://www.women.nyc) #nycpowermove
- You can do it alone, but with [women.nyc](https://www.women.nyc) you don't have to. #nycpowermove
- Hey NYC women! Know where to get a small business loan? Or how to apply for a grant? Visit [women.nyc](https://www.women.nyc) to find out. #nycpowermove

[Access Social Posts Here](#)

Campaign Video

THE CITY OF OPPORTUNITY.

[Click to View Campaign Video](#)

For Press Inquiries:

pressoffice@cityhall.nyc.gov