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Press Release
April 4, 2017

ROSIE MAKES CENTS CELEBRATES LOCAL BUSINESSES COMMITTED TO EQUAL PAY

[ROSIE](#), launched in the fall of 2016 to help support, assist, and serve as an advocate network for female leaders in the Springfield area, has announced a new initiative to celebrate local businesses that are committed to equal pay for equal work. The initiative is announced on Equal Pay Day, which symbolizes how far into the year women must work to earn what men earned in the previous year. Equal Pay Day was originated by the National Committee on Pay Equity (NCPE) in 1996 as a public awareness event to illustrate the gap between men's and women's wages.

Experts estimate that Missouri women earn 78 cents for every dollar their male counterparts make.* Local businesses play a critical role in closing this wage gap and are encouraged to sign the pledge, which reads:

"We are committed to making Springfield, Missouri a great place for everyone to live and work, and recognize the important role that local businesses play in reducing Missouri's pay gap. We are committed to equal pay for equal work."

"This exciting initiative is the direct result of ROSIE and business leaders approaching us and wanting to identify any discrepancies within their own organizations. We're so lucky to live in a community where leaders come together to do the right thing," said Rachel Anderson, ROSIE founder.

ROSIE is making resources regarding compensation and other equity initiatives available to businesses who sign the pledge. The research and resources available are from the important

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work of the [Women's Foundation](#), who promote equity and opportunity for women of all ages, using research, philanthropy and policy solutions to make meaningful change.

Businesses can sign the pledge at <http://rosiesgf.com/rosie-makes-cents/> or by contacting rosie@rosiesgf.com. A celebration of all participating organizations is planned for later in the year.

**The Status of Women in Missouri: 2016 Report (<http://rosiesgf.com/rosie-makes-cents>)*

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