



For Immediate Release

Contact: Jessica Riddick

Account Manager

LáLew Public Relations

336.508.1083 | jessica.riddick@lalewpr.com

NICOLE LYNN, AGENT FOR PHILADELPHIA EAGLES PLAYER JALEN HURTS, TO BE SPECIAL GUEST AT YWCA OF ROCHESTER AND MONROE COUNTY'S ANNUAL EMPOWERING WOMEN LUNCHEON

A true trailblazer in the world of sports, Nicole Lynn was the first Black woman to represent top NFL Agency, PlayersRep and one of the youngest female sports agents in the industry.

Hosted by News10NBC's Deanna Dewberry, "Game Changers" is the theme for this year's inspirational event.

Rochester, N.Y., June 27, 2024 – YWCA of Rochester and Monroe County announces Nicole Lynn as the special guest at its annual Empowering Women Luncheon. Named by Sports Illustrated as one of the most powerful women in sports, Nicole Lynn is a prominent sports agent and lawyer. She is known for her work representing high-profile athletes, particularly in the NFL. Lynn made history as the first Black woman to represent a National Football League draft pick and is the trailblazing agent behind the most lucrative contract in NFL history. She is also the President of Football Operations at Klutch Sports Group and an advocate for diversity and inclusion within the sports industry. Additionally, Lynn is an author and motivational speaker, often sharing her experiences and insights on breaking barriers in traditionally male-dominated fields.

The Empowering Women Luncheon will take place on Wednesday, September 25, at Joseph A. Floreano Rochester Riverside Convention Center. This year's theme, "Game Changers," will honor those who challenge the status quo and create positive change in the world. The annual Empowering Women Luncheon is one of Rochester's best-attended, most talked-about events. Nicole Lynn is truly a pioneer and a game-changer for women in the world of professional sports, and YWCA of Rochester and Monroe County is delighted to welcome her to Rochester for the Empowering Women's Luncheon. Lynn offers advice and life lessons on how to create your own success story and walk in your purpose, regardless of the life challenges you face.

"I am excited to visit Rochester for this amazing opportunity. I hope my experience and story will support the incredible work YWCA of Rochester and Monroe County is doing to empower women to be the game changers of our time," said Nicole Lynn.

WHEC-TV's Deanna Dewberry will emcee the event. She is a multi-award-winning anchor and investigative reporter with three decades of experience in television news and has been a valued member of the News10NBC team and Greater Rochester community since 2017. The event will kick off at noon with lunch and includes a fireside chat featuring Nicole Lynn, moderated by Dr. Myra Henry, President and CEO of YWCA of Rochester and Monroe County.

Dr. Myra Henry, President and CEO of YWCA of Rochester and Monroe County, remarks, "As we gather for our annual Empowering Women Luncheon this September, we celebrate the remarkable power of individuals who challenge the status quo and drive positive change within our community. This event not only raises critical funds to support YWCA of Rochester and Monroe County's programs and services for women and families but also provides an opportunity for women and our allies to be motivated and inspired by people like Nicole Lynn to impact positive change in their daily walk."

Funds raised from this event will help YWCA of Rochester and Monroe County continue their legacy of providing quality programs for women, girls and families in shelter services, affordable housing, addiction recovery, workforce development and community engagement.

The Empowering Women Luncheon offers individual tickets at \$75 per person or a table for ten at \$750, which includes reserved seating. To purchase tickets and find additional details, please visit www.ywcarochester.org/events.

Sponsorship opportunities are also available. For more information, please contact Kim Smith, Development Director, via email at ksmith@ywcarochester.org.

For further information, photos, or to arrange an interview, please contact Jessica Riddick, by email at jessica.riddick@lalewpr.com.

###

About YWCA of Rochester and Monroe County

YWCA of Rochester and Monroe County has been a powerful resource in the community since 1883. They help women and girls who are faced with personal crises including homelessness and teen pregnancy. They also work hard to dispel stereotypes and promote racial justice. Their goal is to empower women to regain control of their lives and get on the path to a healthy, successful future. YWCA of Rochester and Monroe County is #OnAMission to eliminate racism, empower women and promote peace, justice, freedom and dignity for all. To learn more about the organization and identify ways to support the mission, please visit www.ywcarochester.org.