

WiTR+ to meet again at Summit of the Americas



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Women in Travel Retail+ (WiTR+) will once again get together during the 2024 IAADFS Summit of the Americas next week at the Hilton on West Palm Beach. The meeting will take place prior to the opening cocktail on Sunday, April 14 at 5pm, in Meeting Room 1A.

WiTR+ supporters are welcome to join the meeting which has been organized by WiTR+ Steering Committee member Lois Pasternak, and is generously sponsored by WEBB Banks and IAADFS.

WiTR+ has seen a rapid increase in membership in the past few months through both individual membership and Corporate Partners who offer membership to women in their GTR teams, giving 1

WiTR+ members access to a global network of women in the GTR industry - and anyone who isn't a member yet will have the opportunity to sign up at the meeting.

Attendees are encouraged to bring cash as there will be three very special raffle gifts available to win, with the money being raised going to WiTR+ nominated charity for 2024: FRASI's Bike to School project.

Last year, WiTR+ raised enough money to fund the building of six houses for people living in poverty in a remote rural community in the Philippines in partnership with the Koma Karanth Foundation. The first home, sponsored by Victoria's Secret, has just been completed and shows a massive quality in life improvement for its residents.

Sarah Branquinho, WiTR+ Chair, said, "A huge thank you to everybody who supported last year's charity. It truly is encouraging to see the results of everyone's generosity, and this is a great example of the power that we have collectively to change people's lives for the better. I look forward to catching up with you all in West Palm Beach."

Please RSVP to Lois Pasternak, editor@travelmarketsinsider.net.

To become a member of Women in Travel Retail+ please visit www.womenintr.com.