

# ROAD SCHOLAR

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## FOR IMMEDIATE RELEASE

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### Road Scholar's Women-Centric Programs in the Spotlight in March 2020

*Year-long social media campaign celebrates the impact of women 50+*

Boston, MA—(March 5, 2020) — March 8<sup>th</sup> is International Women's Day, a day dedicated to recognizing the incredible contributions of women around the world. This month, Road Scholar, the not-for-profit leader in educational travel, launches a social media campaign to honor the hundreds of thousands of women who have learned with the organization since its founding in 1975. In several video vignettes to be shared throughout the year on social media, women Road Scholars are surprised by students, relatives and colleagues, and moved to tears when shown the impact they've had on the lives of others.

“This campaign is dedicated to the women trailblazers who broke down barriers, were the first and or only women in their field or in their class, and who often go unrecognized,” said JoAnn Bell, Senior Vice President of Programs for Road Scholar. We will showcase the stories of these amazing participants in our #thanksladies campaign on Facebook, and hope to encourage a whole new generational of women to explore our unique brand of educational travel.”

In addition to the women-centric campaign, enrollments are currently open for several learning experiences focused on the accomplishments of women, in particular, the 100<sup>th</sup> anniversary of women's suffrage. This was a significant milestone that continues to inspire and empower women around the world. To learn more, visit: <https://www.roadscholar.org/find-an-adventure/23474/women-s-suffrage-fighting-for-the-vote-in-new-york-state>

### ***Women-Only***

Each year, more and more solo travelers, particularly women, pack their bags and hit the road to explore the world together. To meet the growing demand of women who wish to learn exclusively in the company of other women, Road Scholar has added new women-only programs as well as departures on selected programs. To learn more, visit: [www.roadscholar.org/women](http://www.roadscholar.org/women)

### **About Road Scholar**

Road Scholar is the nation's largest not-for-profit educational travel organization for adults – a true university of the world. It offers 5,500 programs in 150 countries and 50 states, as well as financial aid for those who otherwise could not participate in its programs.

Road Scholar educational adventures are created by Elderhostel, the world leader in educational travel since 1975. Learn more at [press.roadscholar.org](http://press.roadscholar.org).