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# Acclaimed Business Strategist, Ariana Ayu is Inducted as the Newest Executive Board Member for the National Womens Political Caucus

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The National Womens Political Caucus (NWPC) inducts Ariana Ayu as the newest Executive Board Member to the progressive 43-year organization whose goal is to recruit, train, and elect qualified women leaders.

Asheville, NC (PRWEB) January 22, 2015

2014 was an honor-filled year for Ariana Ayu--entrepreneur, author, international speaker, and business and brand strategist. In addition to being voted as the National Association of Professional Womens 2014/2015 Woman of the Year, this past September, Ariana Ayu was approved as the newest Executive Board Member for the National Womens Political Caucus. She was also appointed as one of two Vice Presidents of Development at the NWPC, sharing that distinction with global entrepreneur, life coach, and international motivational speaker Shellie Hunt.

As the newest Executive Board Member, Ariana Ayu, known as "America's Mojo Maven," attended the NWPC's 2014 EMMA Awards on October 27, 2014. The Exceptional Merit Media Awards (EMMAs) were created and are hosted by the National Womens Political Caucus (NWPC) to honor and reward journalists and media outlets in radio, television, print, and the internet that inform and educate the public about critical issues that impact womens lives. Nominations came from sources such as Bloomberg News (Natasha Khan), NBC News (Abigail Pesta), the BBC (Kate Farrel), and Inside Edition (Lisa Guerrero), among a distinguished list of others.

Ayu's goals as the newest board member of NWPC sound simple, yet will have great impact on the organization. She hopes to develop corporate and celebrity spokespeople for NWPC, modernize the organization's systems, and build a greater online community for NWPC through social media. Ayu explains, "It's my hope that by joining the wisdom of a 43-year old organization with the energy of young American women we can build a greater future for our nation and the world."

The National Womens Political Caucus is a multi-partisan, multicultural grassroots organization dedicated to increasing womens participation in the political field and creating a political power base to achieve equality for all women. Spurred by Congress' failure to pass the Equal Rights Amendment in 1970, these women believed legal, economic and social equity would come about only when women were equally represented among the nation's political decision-makers.

According to the U.S. Census bureau, women make up 47.2% of the labor force, and the most common job for women is still that of secretary/ administrative assistant (1). The US

Department of Labor confirms this and shows that womens top earnings are still falling short of their male counterparts (2).

"We women have had the right to vote for 95 years, yet we still make up less than 20 percent of the U.S. Congress, said Ayu. To me, that is incredibly hard to believe when we have so many strong women in this country and around the globe. I believe the lack of women leaders is one of the biggest obstacles we have today to creating a balanced and equal society. It is our duty to empower women - young and mature alike - to step out in front and take the reins."

Founded in 1971, the National Women's Political Caucus is the only national organization dedicated exclusively to increasing women's participation in all areas of political and public life -- as elected and appointed officials, as delegates to national party conventions, as judges in the state and federal courts, and as lobbyists, voters and campaign organizers.

NWPC founders include such prominent women as Gloria Steinem, author, lecturer and founding editor of Ms. magazine; former Congresswoman Shirley Chisholm; former Congresswoman and current president of Women USA Bella Abzug; Dorothy Height, president of the National Council of Negro Women; Jill Ruckelshaus, U.S. Civil Rights Commissioner; Ann Lewis, Political Director of the Democratic National Committee; Ely Peterson, former vice-chair of the Republican National Committee; LaDonna Harris, Indian rights leader; Liz Carpenter, author, lecturer and former press secretary to Mrs. Lyndon B. Johnson; and Eleanor Holmes Norton, former chair of the Equal Employment Opportunity Commission.

(1) [http://www.census.gov/library/infographics/labor\\_force.html](http://www.census.gov/library/infographics/labor_force.html) (Retrieved 1/20/2015)

(2) <http://www.dol.gov/wb/stats/Occupations.htm#hpoccs> (Retrieved 1/20/2015)

About Ariana Ayu -- Often called Americas Mojo Maven, Ariana Ayu helps businesses grow and succeed with strategic consulting that brings more of their IT factor to life. She is a celebrated business and marketing strategist, interpersonal expert, international speaker, executive coach, and entrepreneur. Author of The Magic of Mojo series and the column Business Mojo on Inc.com, Ariana guides individuals on a step-by-step path to achieve both success and happiness without sacrifice. Ariana was named Woman of the Year by the National Association of Professional Women and is an executive board member of the National Womens Political Caucus.

More info on Ariana Ayu can be found at <http://www.Ayutopia.com>

More about the NWPC can be found at <http://www.nwpc.org>

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