

Speaking, Events, and Media Tour by Wendy Ida

Wendy Ida is a best-selling author, media personality, domestic violence survivor and “Ab Queen” who will connect your brand to women with purchasing power



Wendy Ida
America's #1 Expert on Looking Good Naked After 40
Trainer, Coach, & Best Selling Author

CONNECT

**Your Brand to the \$1.8 Trillion Dollar Market of
Women Over 40 with a 60 Year-Old Fitness Icon**



ESSENCE



Part of the proceeds will be donated to the domestic violence arts healing center: A Window Between Worlds

Wendy
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Take Back Your Life

Speaking, Events, and Media Tour by Wendy Ida

Quick Facts



Wendy Ida is an author, media personality, domestic violence survivor, and 60 year-old “Ab Queen” who will connect your brand to women with purchasing power

Live events and media connect sponsors to causes and initiatives that advocate for the empowerment of women over 40

Women make or influence 85% of all purchasing decisions in the U.S.

Women over 40 are one of the **most affluent consumer groups** that exist

Over 81 million adults are past the age of 40

Over 40 age group is the fastest growing population segment

Cause-related marketing with A Window Between Worlds for survivors of domestic violence

Multi-media marketing campaign includes television, radio, social media, print, and Internet media to increase your company’s brand awareness

Sponsor benefits include exclusivity in your category, branding, speaking opportunities, mobile marketing, VIP and hospitality, award presentations, traditional and new media, unique platforms, impressions, sampling, coupons, and on-site sales



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