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## **“Women Who Go the Extra Mile and the Shoes They Do It In”**

### **5<sup>th</sup> Annual Woman Road Warrior Day - September 21, 2010**

Kathy Ameche, Travel Expert, Business Consultant and Traveler-in-Chief, announced today that the 5<sup>th</sup> annual Woman Road Warrior Day will be celebrated on Tuesday September 21<sup>st</sup>, 2010. The event, initiated after the success of Ameche’s book *The Woman Road Warrior: A Woman’s Guide to Business Travel*, honors women business travelers, some 20 million strong.

“These are women who put their best foot forward, lead, march and cover a lot of ground. They walk the walk through boardrooms, showrooms and factory floors,” says Ameche. “To be appropriately shod is frequently a test of style, stamina and flexibility. As with most other challenges, the Woman Road Warrior takes it in stride.”

This year’s celebration steps up with the theme “Women Who Go the Extra Mile and the Shoes They Do It In.” “It’s a great metaphor,” says Ameche. “While people always talk about multi-taskers wearing many hats, my experience is that the contemporary businesswoman has traded in those hats for shoes and lots of them. She has a pair for every role, from mom to CEO.”

The Great Shoe Show and *First Class* Breakfast will take place on Tuesday, September 21<sup>st</sup>, at 7am at The Standard Club of Chicago 320 South Plymouth Court, Chicago, Illinois 60604-3859, (312) 427-9100. The event is open to the public, to purchase tickets go to [www.womanroadwarrior.com](http://www.womanroadwarrior.com).

In contrast to the disappearing coach class airline breakfast, attendees will be treated to a hot delicious buffet, along with a fabulous shoe fashion show and learn important tips and fall colors throughout the morning. To conclude the event, previously nominated Woman Business Travelers who go the farthest and fastest in their travels will be recognized, as well as women who go the extra mile for their community.

Ameche has partnered with Bridge to Success, [www.thebridgetosuccess.org](http://www.thebridgetosuccess.org), a Chicago based non-profit that will be accepting donations of gently worn shoes at the event.

Ameche’s website, [www.WomanRoadWarrior.com](http://www.WomanRoadWarrior.com) specifically honors, educates and entertains women on the go; and to further celebrate their achievements Woman Road Warrior Day was officially registered as a national holiday in [Chase’s Event Calendar](#).

Details will be available on the [Woman Road Warrior](#) website or Woman Road Warrior on Facebook, Twitter and LinkedIn.

## Chicago's Kathy Ameche, kicks off the National Woman Road Warrior Day celebration with the Great Shoe Show on Tuesday, September 21, 2010

Kathy Ameche is a well-known speaker and corporate travel advisor whose story has appeared in such publications as The Wall Street Journal and the New York Times. She has appeared on such broadcast media as Oprah and Friends, CNN Airport News and CBS-2 Chicago. As head of the Ameche Group she has launched the MicciMicci line of travel products at [www.miccimicci.com](http://www.miccimicci.com).

She is the former Vice President and Chief Information Officer for the [Tribune Company](#), a Fortune 500 media and entertainment company. Kathy has held other senior positions with companies in the consulting and technology sectors, including Dun & Bradstreet Software. She began her career as a consultant with [Deloitte](#), an international public accounting firm.

Kathy co-founded an exclusive leadership group for women Chief Information Officers (CIO's); this invitation-only organization provides collaboration and support to senior female corporate executives in the Chicago area. She has been a member of the board of directors of the [Girl Scouts of Chicago](#) and the Advisory Board of [Loyola University's](#) Center of Information Management and Technology Group. When not traveling, Kathy lives in Chicago with her family.

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