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Celebrating Woman Road Warrior Day September 21st

Luggage Tags, Online Community and "How To" Video Celebrate the Event

Chicago, September 18, 2009 - Monday, September 21st, marks the 4th annual celebration of Woman Road Warrior Day. This year's events will include distribution of Woman Road Warrior luggage tags at Chicago area travel hubs (O'Hare, Midway and Amtrak), as well as the launch of the Woman Road Warrior online community for woman business travelers at www.WomanRoadWarrior.com.

"Our new online community will be a place for woman business travelers to share resources, recommendations and reviews of their travel experiences," says Kathy Ameche, 25 year Road Warrior, Traveler in Chief of WomanRoadWarrior.com and author of *The Woman Road Warrior: A Woman's Guide to Business Travel* (Agate 2005, 2007).

"These women have a tremendous amount of know-how. We want to gather their knowledge for the benefit of other woman travelers and inform travel-related businesses how they can be serving this group better."

Simultaneously, www.monkeysee.com will premiere a "How To" video on business travel for women featuring Ameche. "We hope that our viewers will learn something from it. Soon that website will also be showing my video on work-life balance."

Winners of this year's sweepstakes will be announced, and preliminary results of the recent survey of preferences and opinions of woman business travelers will be released.

Business supporters of Woman Road Warrior Day include: Hudson's on the Bend, Austin, TX; Pasta Moon, Half Moon Bay, CA; PowerLinks, RightPoint Consulting and Your Plan B Company, Chicago, IL.

Ameche is a well-known speaker and travel expert who has appeared on Oprah and Friends, CNN Airport News and WBBM CBS, Chicago. She has also joined the entrepreneur community by launching the miccimicci line of travel products (www.miccimicci.com) which include Treads travel slippers and Clip-It bags in multiple sizes and colors. "In talking to woman travelers and hearing what kind of gear they found missing in the market, I was inspired to come up with my own solutions," explains Ameche.

She has twenty plus years of executive level corporate experience including Vice President and Chief Information Officer, Tribune Company, and Senior Director, Dun & Bradstreet Software.

The Woman Road Warrior is a division of Ameche Group LLC,
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