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Small Businesses, Charity, and Professional Women all Benefit from Stimulating Event

The Right LANEs – Ladies Advancing a New Economy® - Stimulating the economy one excursion at a time

HERNDON, VA – June 9, 2009: Saturday, May 30th 2009 will be remembered as the day that more than two dozen women embarked on a journey to take saving the economy in their own little hands. The Right LANEs, Ladies Advancing a New Economy, hosted the first economy boosting excursion for professional women and made an impact in the small business community of Charlottesville, Virginia.

“The Right LANEs excursion was a perfect blend of networking, educational sessions, shopping and dining wrapped into a professional yet fun package. It was truly unique concept and I am anxiously awaiting the next one,” Gloria Haggans, trip participant said.

The magical day began in Northern Virginia as dozens of professional women gathered to meet, many for the first time, and board a bus to help make a change. “We could not be happier about the success of our first economy boosting event,” Jennell Lynch, co-founder said. “Everyone had a great time shopping and bonding, and we were ever so grateful to have the support of Virginia Delegate Tom Rust, who graciously came by to see our bus off,” she added.

The first stop was made at a General Motors automobile dealership where they greeted the bus with balloons, signs and gift bags. The ladies took a look around the lot and then continued on to a local winery and shopping district in Charlottesville where they participated in educational seminars and shopped in boutiques that were participating by offering The Right LANEs discounts. Attendees also visited The Music Resource Center, a local charity, and enjoyed dinner at a family-owned restaurant.

According to trip participant Telia Greene, “it truly was a wonderful experience to have had the opportunity to network with such an excellent diverse group of women, both professionally and personally. And, the gift bags filled with goodies from a variety of vendors was just top notch!”

The mission of The Right LANEs is to bring together professional women for events that stimulate local economies and support charities while fostering personal and professional empowerment through networking, bonding, and friendship. The next excursion is planned for Saturday, August 31st in Northern Virginia. Details will be available soon. For more information on The Right LANEs, sponsorship opportunities or to join our mailing list visit www.therightlanes.com or email info@therightlanes.com .

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