

# PRESS RELEASE

FOR IMMEDIATE RELEASE  
Tuesday, January 28th, 2021  
CONTACT: TinaOverbury  
PHONE: 604-808-8106  
TINAO@PowHERhouse.com



## 2020 POWHER-LIST MODELS HOW FOR UN-2030

JANUARY 28th 2021, [PowHERhouse Impact Media Group](#) announces their 2020 PowHERlist in year one of nine remaining to support the [UN-2030 Global Sustainable Development Goals to Transform the World](#). Founded by Charlene SanJenko, a Social Impact Entrepreneur and Media Visionary, PowHERhouse is a house of leaders for global impact.

[Charlene SanJenko](#), along with her team, and a diverse cross-section of 3,000 Indigenous and non-Indigenous leaders and Artists of Impact begin their nine-year amplification and activation campaign to support the following:

- **GENDER EQUALITY** - empowering women and girls, and ensuring they have equal rights!
- **INDIGENOUS PEOPLE** - the empowerment of Indigenous people, inclusive and equitable quality education, and engagement with Indigenous people in the 2030 agenda.



PowHERhouse opened 2021 with a three-minute grassroots, impact media video which tells the story of what it looks and feels like to call in Indigenous wisdom with seven generational thinking and lead today for a sustainable tomorrow. The video names and honours thirteen global leaders PowHERhouse recognizes as women who Lead, Beyond Belief.



*"We recognize and amplify those leaders who model an elevated realm of living and leading for HER, Human Expansion Realized, where better humans make brighter decisions, breathing hope and possibility into a more beautiful world. Where the ME-ME-ME is dropped and replaced by the deliberate weaving of consciously innovative partnerships to fully activate interconnectedness-in-action. As we walk towards 2030, may we be brave enough to be solutions-focused and pull off the band-aids, see the blindspots, look beyond gender to recalibrate and heal masculine energy, and intentionally step into our innate knowing that we won't get there alone, and we weren't born to. Where life is a Gift, and Humanity is not a race to be won but a relay for ALL our relations where no one will be left behind." ~ Charlene SanJenko, Impact Media Producer*



**The 2020 PowHER-List in brief:** Year one of nine, PowHERhouse recognizes: Ruth Bader Ginsberg, Naomi McDougall Jones, Dianne Whelan, Jacinda Ardern, Autumn Peltier, Sara Wolfe, Vicki Saunders, Melinda Gates, AOC, Megan Rapinoe, Oprah Winfrey, Brene Brown and Dr. Bonnie Henry as people who lead, beyond belief. See the 2020 PowHER-List in full [here](#).

**“To you, the visionary. To you, the brave ones, and you, the courageous leaders rising. Here, we lead with all our relations. We lead with the moon. We listen by this fire, to these stones, and the wisdom they hold. We connect to this river, and walk to one heartbeat from the hide of this drum. We listen, we lead, and we weave together, as one family on a path woven like sweetgrass. Beside each other and for each other, woven with the four directions as our guide and grounded in the seven grandfather teachings. Together, we step out from behind the shine, a hollow bone filled with belief, and reverence, and we lead beyond belief.”** - From the script of **Lead, Beyond Belief**

### **PowHERhouse is a House of Leaders for Global Impact who:**

- Gather to listen for collective wisdom through an Indigenous lens
- Prepare to lead with reverence through the fire of our times
- Partner for greater impact by weaving our gifts and strengths
- Reimagine the power of media to change the narrative for HER: Human Expansion Realized.

***This 2020 PowHERlist marks the first of nine committed years of amplification, preparation and activation of global leaders by PowHERhouse Impact Media Group supporting the realization of the UN-2030 agenda. Readers can find out more about how they can get involved with PowHERhouse [here](#).***