

## Momentum's movement encourages women to own their success and shatter barriers

As calls for women to take up more space gains traction, Momentum believes that this is the opportune time for South African women to recognise their strength and take action to shatter barriers to success. As we enter an era of active change, Momentum's "She Owns Her Success" movement which launched last year during Women's Month, is a rallying call for women to be unapologetic about their success, whatever their definition of success may be. Even in the face of tremendous adversity, women across the country are reaching incredible milestones. The movement aims to encourage women to continue to use their voices and share their success stories, in order to empower other women still starting on their journey to success.

"Last year, we had amazing results from the "She Owns Her Success" Women's month campaign. It showed us that women were ready to step up confidently to boldly stake claim to their achievements. Research shows that confidence is an attractive quality and also that success breeds more success. Momentum wants all women to tap into this truth because the time for celebrating just a handful of successful women should come to an end. We would like to see many women encouraged and empowered to shatter as many barriers as possible," says Group CMO of Momentum Metropolitan Holdings, Nontokozo Madonsela.

Momentum recognises that beyond just encouraging women to make *no apologies for their success*, they need to accelerate their efforts towards active participation. It is the sharing of knowledge and experiences with each other that will deliberately shift the current position of women, and importantly increase the number of women that occupy impactful roles in society.

"Momentum believes that the definition of success is more than just how much money you make, but about gaining financial freedom and achieving your life ambitions. More importantly, success is about being in a position where you can share knowledge to empower others," says Charlotte Nsubuga-Mukasa, Momentum's Head of Marketing.

It has been 65 years since a fierce band of brave women marched to the Union Building demanding equitable rights, yet we are still faced with many socio-economic challenges that continue to place women in compromising positions in society. Progress has been made but we still have a long way to go in addressing inequalities with sustainable solutions. Momentum is a brand that is grounded on advice and lasting partnerships. With the launch of their 2020 "She Owns Her Success" campaign they aim to create space for women to connect with each other, share experiences and knowledge, while delivering enabling tools to equip them to continue on their journey to success with confidence.

As part of the "She Owns Her Success" campaign, Momentum invites people to join the conversation on its social media platforms using #SheOwnsHerSuccess to share and learn from lived experiences, while galvanising each other into action. Details on how to join these events will be updated on Momentum's social media pages throughout the month.

**ENDS**