

# WOMEN OF TRUE GRIT™

The Women of True Grit™ brand is perfectly timed and represents a unique opportunity for anyone seeking to help empower, encourage, and educate women. A True Grit Sisterhood Experience.

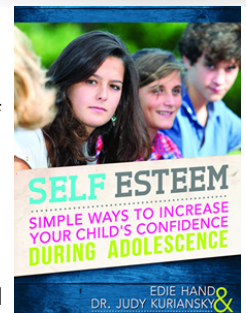
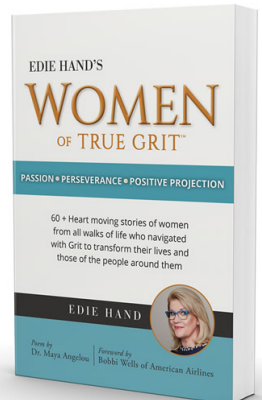
We believe all women can find the strength to embrace who they are, navigate their direction in life, and possess the potential to impact themselves and those within their communities and beyond.

Our Women of True Grit stories have a recurring theme that highlights great resilience and its transformative power. We strive to reach women through sharing stories of hope and lessons of life to push through and find one's dreams.

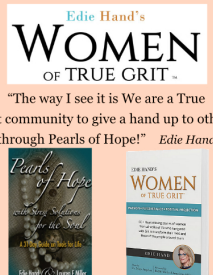
The Women of True Grit series is a collection of stories about women who have overcome incredible barriers and achieved greatness in their lives. These stories come from women in all walks of life including the worlds of business, entertainment, science, medicine, finance, education and, healthcare. They are relatable to women regardless of their background and/or their professional or personal paths to excellence. Edie Hand's Women of True Grit Book with 63 stories is now available online and selected independent bookstores. Visit [EdieHand.com/books](http://EdieHand.com/books)

There are multiple media packages available for the Women of True Grit program. The vignettes are interview-based with women telling a large part of the stories themselves. These interviews are set in locations, and environments that relate to each woman...workplaces, homes, places that are significant in each life's journey. The Women of True Grit curriculum is developed to support life skills and life works with various middle schools, middle schools, and colleges to help students find more tools to have better tomorrows. Edie helps showcase these experiences on the Women of True Grit platforms, including documentaries on Alabama Public Television, Town Square Media Tuscaloosa and Gray Television in Huntsville, Alabama; and highlights how they pay life forward. This adds richness and heart-felt emotions to the storytelling.

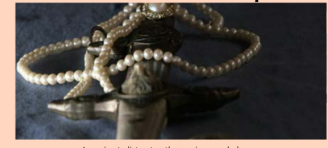
To learn more about our **life skill programs and media sponsorship opportunities** contact **Edie Hand at (205) 960-1345**. Initial program sponsors included **Alabama Power Company, Coca Cola Bottling Company**



**United, XYZ Projects of Huntsville, Piggly Wiggly Stores, Miles College, North West Florida College, Middle Tennessee State University, Athens State University, TV 48 Gray Television and Town Square Media Tuscaloosa.** We also introduced our pilot media program with **ABC 33/40 (Sinclair Broadcasting Group)** in Birmingham, and have now expanded to Huntsville with **Gray Television WAFF48**. We also held the First Women of True Grit Conference hosted at **Miles College** in Fairfield, Alabama.



**Pearls on, Swords Up!**



Learning to listen to others voices can help you make choices for better tomorrows.

## Grit: 101

These are the strings that form our unique pearls of life.

|                                                        |                                           |
|--------------------------------------------------------|-------------------------------------------|
| White<br>Purity of Faith<br>and Second Chances         | Red<br>Passion<br>Show respect for others |
| Pink<br>Happiness                                      | Green<br>Finances/freedom to find peace   |
| Silver<br>Wisdom                                       | Blue<br>Courage/Allowing to trust         |
| Black<br>A Path through Grief                          | Gold<br>Self-Esteem/Endurance             |
| Purple<br>Leadership/Creativity to find better choices | Teal<br>Total Wellness for mind and body  |
| Cream<br>Faith, Family, Friends                        | Yellow<br>Forgiveness & Grace             |

#### Facts about Edie:

- Best-selling author
- 4X Cancer Survivor
- 30+ Years in Media
- Philanthropist
- Entrepreneur
- Trusted Brand Evangelist
- Key Note Speaker
- Filmmaker of Documentaries for partners like Alabama Public Television
- 20 Books Written
- National TV Host
- National Radio Host
- Monthly contributor in Reel Lumiere, digital magazine featuring Edie Hand's "Women of True Grit"
- Mom

#### Highlight of Recent Works:

- Gray Television- Huntsville
- Townsquare Media -Tuscaloosa
- Grit 101 for Teens in Middle School and High School
- Co-authored Leadership Book for FedEx
- The Morning Show
- Our American Stories
- Top Women in Alabama Media 2019
- Partnership with Heal United to develop educational programs
- Partnership with Townsend Nissan of Tuscaloosa and the City of Red Bay Alabama
- WOTG College film screenings, workshops, and Grit 101 curriculum with Alabama State Games

## Meet the Host Edie Hand



Photo by JoshFogel.com

Edie exemplifies the true grit woman because of her passion toward education, business leadership and philanthropy in a number of areas. These life experiences helped her achieve successes at the highest levels. Over the years Edie has gone on to become a trusted friend, confidante, and mentor to so many recognized celebrities and leaders.

#### **Edie Hand, working to inspire Women**

Despite a lifetime of facing the greatest losses, terrifying health scares, and unfathomable challenges, Edie found her GRIT and overcame. Along the way, she delivered on her promises leaving those around her not just inspired but asking for her mentorship. She is a business leader and was the owner of Hand 'N Hand Advertising Agency for 30 years.

#### **Why partner with Edie Hand?**

Edie Hand's Women of True Grit Network trust her enough to let her bring their stories of overcoming to the world. Her respected voice, inspiring encouragement, southern charm, distinctive laugh, pearls of wisdom, and amazing energy presents a unique and distinct opportunity for brands to attach themselves to content that is on-point and relevant for the times in which we find ourselves.

#### **Join the True Grit Sisterhood**

**Pearls on. Swords Up.**



Presents

**WOMEN**  
OF TRUE GRIT™

Edie Hand | (205) 960-1345 | [edie.maehand@pm.me](mailto:edie.maehand@pm.me) or [edie.hand@townsquare.com](mailto:edie.hand@townsquare.com)

Learn more: Visit [www.ediehand.com](http://www.ediehand.com)