

**MAY 2 & 3, 2009**

**SATURDAY 8-6 • SUNDAY 9-5**

WI Expo Center (State Fair Park)



FOR IMMEDIATE RELEASE

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## **Afraid of Breaking Your New Year's Resolution? Believe · Create · Become™ — Women's Revolution Can Help**

**MILWAUKEE, Jan. 12** — Lisa Leider, event planner for **Believe · Create · Become™ (BCB) — Women's Revolution**, knows that each year, thousands of people make a New Year's resolution, but only 21% believe it's achievable. What's more, an estimated 60% of Americans who make New Year's resolutions break them within three months. Lisa also knows how hard it can be to keep a New Year's Resolution, "that's why **Believe · Create · Become™ (BCB) — Women's Revolution** at the Wisconsin Expo Center, May 2-3, 2009 will give you the passion and knowledge needed to achieve a New Year's resolution, and will provide the tools to keep it all year."

In total, approximately 10,000 attendants will make for a very exciting two-day event. Speakers are lined up to support the **BCB** vision with related topics. "**BCB** has pulled together many talented professionals to give attendees the experience they deserve. With just the right touch of ambiance and warmth, there will be a mystical feeling of hope, inspiration and excitement. This revolution will transform your vision of who you are now and who you are capable of becoming," says Leider.

Women are embracing their femininity along with their strength, power and passion. Due to this new integration of female aspects, women are making a significant impact on the world through their work and lives, while being true to themselves. Lisa also states that, "the idea of this revolution is to guide women through a journey of focusing first on themselves, before everyone else. This two-day event is just the beginning of a new way of thinking and being. Stronger, happier women create more joyful and meaningful lives for themselves and their communities."

To purchase tickets or learn more about **BCB**, exhibitor and sponsorship opportunities, purchasing Pay-it-Forward tickets or nominating an Everyday SHEro, visit [www.believecreatebecome.com](http://www.believecreatebecome.com). Keeping your New Year's Resolution is even easier when you receive 40% off with the promo code "JANPROMO" before January 31.

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### ABOUT THE REVOLUTION:

The idea for this revolution started in October of 2007, through the mind and eyes of Lisa Leider. The event's mastermind group consists of everyday men and women with creative minds, whom are working toward a common goal of paying-it-forward, for all women. **BCB** will launch in the Midwest and roll out across the country.