



WOMEN IN eDISCOVERY

— WOMEN EMPOWERING WOMEN —

FOR IMMEDIATE RELEASE

Women in eDiscovery Launches New Logo and Website

MINNEAPOLIS, MN – January 4, 2016 – [Women in eDiscovery](#) (WiE), a nonprofit organization that connects women interested in legal technology, announced today the launch of a new logo and website. Feedback from members across the nation as well as the executive board's desire to lead the organization to the next level helped drive the decision to refresh the brand.

The new logo represents women standing together in support of one another. The arcs signify a global presence and forward movement. The color green found in the logo indicates growth, well-being, balance and energy, while blue symbolizes freedom, imagination, sensitivity, trust, loyalty and wisdom.

The tagline “Women Empowering Women” reflects WiE’s steadfast mission to leverage its broad network of women volunteers to uplift and support each other and work together to recognize and honor each other’s achievements.

The organization also launched a new website today. The website is built on a membership management platform that will provide the organization a more streamlined process and help reduce operating costs. The long-term goal is to have subsites for each WiE chapter to provide them with more autonomy and the ability to showcase their local community events and members.

Beth Finkle, executive director of WiE, states, “We were long overdue for a brand refresh. The new logo, tagline and website represent more of who we are today and where we want to take the organization. There will be more exciting changes announced in 2016 that will have significant benefit to the organization. I am confident that our members will be pleased with the direction we are headed.”

All legal professional women interested in technology related to eDiscovery can become members of Women in eDiscovery. Membership is free. Find a local chapter and register today. To learn more, visit Women in eDiscovery’s new website at www.womeninediscovery.org.

About Women in eDiscovery

Women in eDiscovery (www.womeninediscovery.org) is an organization that brings together women around the world who are interested in technology related to the legal industry. Its goal is to provide opportunities for businesswomen to grow personally and

professionally through leadership, education, networking, support and recognition. WiE also promotes a culture of philanthropy, encouraging its chapter members to volunteer and raise funds on behalf of charities. Currently, there are more than 4,000 members and 25 chapters worldwide.

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