

<b>S&amp;P 500</b> <b>3,824.68</b> +20.89 (+0.55%)	<b>Dow 30</b> <b>31,097.97</b> +56.87 (+0.18%)	<b>Nasdaq</b> <b>13,201.98</b> +134.48 (+1.03%)	<b>Russell 2000</b> <b>2,091.66</b> -5.23 (-0.25%)	<b>Crude Oil</b> <b>52.73</b> +0.49 (+0.94%)	<b>Gold</b> <b>1,849.90</b> +14.50 (+0.79%)
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# Jane Walker By Johnnie Walker Brings Together Network Of Trailblazing 'First Women' To Celebrate A Year Of Women Breaking Boundaries And To Inspire More Firsts For Women



December 10, 2020 · 5 min read



**Campaign will highlight and fund women-owned businesses through a partnership with IFundWomen**

NEW YORK, Dec. 10, 2020 /PRNewswire/ -- 2020 has been a year defined by firsts – firsts that disrupted our way of life and tested us, but also strengthened us, and propelled us forward towards a more equitable future. Perhaps the biggest firsts of all this year, were firsts for women. As 2021 approaches, we reflect on those major milestones, like the first statue of real women installed in New York City's Central Park, the first woman to be named CEO of a major U.S. banking institution, and of course, the first female Vice President-elect in our country's 244-year history. Against odds, bold, brave women have broken, and continue to break, barriers that never should have existed in the first place.

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8788151-jane-walker-by-johnnie-walker-announces-first-women-campaign/>

## TRENDING

1. Exclusive: Tesla hunts for design chief to create cars for China - sources
2. Mass vaccination sites open in New York City as COVID-19 batters U.S.
3. Trump may turn to Giuliani again to defend against impeachment
4. Iran tells S.Korea not to politicise seized vessel, demands release of funds
5. Marriott, BlueCross suspend donations to U.S. lawmakers who voted against Biden certification

JANE WALKER

TO FUTURE  
FIRST WOMEN:

Against all odds, women have continued to break ground that shouldn't have needed breaking, blazed trails that should have been well traveled, and shattered glass ceilings that shouldn't have existed in the first place.

As we close 2020, a year defined by "firsts"—some that have disrupted our way of life and tested us—we celebrate the many firsts that have challenged the establishment, inspired us, and propelled us forward towards a more equitable future, among them:

*The first statue of real women was installed in New York City's Central Park*

*The first woman was named CEO of a major U.S. banking institution*

*The first woman lay in state at the Capitol*

*The first woman reached Earth's highest and lowest points*

*The first woman was appointed General Manager of a U.S. professional men's baseball team*

*The first woman free-climbed El Capitan Golden Gate route in under 24 hours*

*The first time women will represent 25% of seats in the next Congress*

*And, the first woman in our country's 244-year history was voted into the office of Vice President-elect*

Our progress has been hard earned by fearless women past and present, who are brave enough to be the first. They didn't just open the door, they ripped the door off its hinges so it couldn't be closed again.

Today, as fellow firsts, we raise a glass to the women who came before us, the achievements of women big and small this past year, and the milestones of progress to come.

Together with Jane Walker, we will enable opportunity for more future firsts for women in 2021 through a grant program with IFundWomen and continue to strive towards constitutional equality. Because you can't have a second, third or fourth without a first.

## BE FIRST, KEEP WALKING

Learn more at [ifundwomen.com/janewalker](https://ifundwomen.com/janewalker) and support the coalition for constitutional equality at [ERACoalition.org](https://ERACoalition.org).

  
KATIE COURIC

  
HALLE BERRY

  
RITA MORENO

  
ELIZABETH BANKS

  
KATIE SOWERS

  
LUCY LIU

  
BILLIE JEAN KING

  
LILLY SINGH

  
ELAINE WELTEROTH

  
SALT-N-PEPA

ERACoalition  FUND FOR WOMEN'S EQUALITY

  
IFUNDWOMEN

Please Drink Responsibly.  
Imported by Diageo, New York, New York.

# Keep Walking

Jane Walker by Johnnie Walker launches its First Women campaign with an Open Letter in The New York Times, The Wall Street Journal and The Washington Post signed by a network of trailblazing 'First Women.'

Today on Human Rights Day, a day that observes the fundamental rights everyone is entitled to as a human being, Jane Walker– a symbol of the Johnnie Walker brand's commitment to progress in gender equality – proudly introduces its 'First Women' campaign to celebrate these boundary breaking moments, and to inspire and enable others on the road to a monumental first. The campaign has launched with an Open Letter in *The New York Times*, *The Wall Street Journal*, and *The Washington Post* penned and signed by a network of remarkable women who have blazed trails in culture.

The letter acknowledges ambitions for women in 2021 and beyond, and reflects our support of constitutional equality in collaboration with the [ERA Coalition](#) and its Fund for Women's Equality. It aims to empower women to draw strength from the unflinchingly fearless leaders who came before them and to relentlessly persevere towards progress, noting, "they

didn't just open the door, they ripped the door off its hinges so it couldn't be closed again."

The Jane Walker network of 'First Women' includes:

- Billie Jean King
- Elaine Welteroth
- Elizabeth Banks
- Halle Berry
- Katie Couric
- Katie Sowers
- Lilly Singh
- Lucy Liu
- Rita Moreno
- Salt-N-Pepa

As part of the First Women campaign, Jane Walker has partnered with women-owned business funding marketplace **IFundWomen** to help create more opportunities for women to achieve their goals. The partnership will provide grant funding to businesses identified in collaboration with the network of powerful women icons, supporting those on their journey towards a monumental first. More details can be found at [ifundwomen.com/janewalker](https://ifundwomen.com/janewalker).

"Marking and championing moments of progress for women is such an important part of pushing forward towards gender equality," commented Sophie Kelly, Senior Vice President of Whiskies at Diageo North America. "This year, we celebrated the anniversary of women's right to vote and honored those who fought for us to have a voice, so it's critical that we continue to stand with and support women. We hope our First Women program can be a spark that helps inspire more firsts, seconds, and thirds for women ahead."

Since launching in 2018, the Jane Walker platform has supported the work of Monumental Women to bring the first statue of real female figures to NYC's Central Park, celebrated women's marches around the country with a "Signs of Progress" exhibit, supported Equal Pay during the Women's World Cup, and launched a business coalition in support of the Equal Rights Amendment with the ERA Coalition. The brand will be re-releasing its Jane Walker by Johnnie Walker whisky – a blend created by Master Blender Emma Walker for everyone of legal drinking age to enjoy responsibly – in the coming year.

For more information on the Jane Walker First Women campaign, please visit [JohnnieWalker.com](http://JohnnieWalker.com), and follow @JohnnieWalkerUS on Facebook, Twitter, and Instagram with the hashtag #FIRSTWOMEN.

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### **About Johnnie Walker**

Johnnie Walker is the world's number one Scotch Whisky brand, enjoyed by people in over 180 countries around the world. Since the time of its founder, John Walker, those who blend its whiskies have pursued flavour and quality above else.

Six generations of skilled Master Blenders have pioneered and crafted bold new flavours that have transformed a small Scottish grocery store business, founded in 1820, into an international whisky business selling stylish, authentic, and iconic blends.

Today's range of award-winning whiskies includes Johnnie Walker Red Label, Black Label, Double Black, Green Label, Gold Label Reserve, Aged 18 Years and Blue Label. Together they account for nearly 19 million cases sold annually (IWSR, 2019), making Johnnie Walker the most popular Scotch Whisky brand in the world.

### **About Diageo**

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, Bulleit and Buchanan's whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE) and our products are sold in more than 180 countries around the world. For more information about Diageo, our people, our brands, and performance, visit us at [www.diageo.com](http://www.diageo.com). Visit Diageo's global responsible drinking resource, [www.DRINKiQ.com](http://www.DRINKiQ.com), for information, initiatives, and ways to share best practice.

Follow us on Twitter and Instagram for news and information about Diageo North America: @Diageo\_NA.

Celebrating life, every day, everywhere.

Follow us on Instagram, LinkedIn, Twitter, and Facebook @IFundWomen, or visit us at [www.ifundwomen.com](http://www.ifundwomen.com).

Jane Walker by Johnnie Walker launches its First Women campaign with an Open Letter in The New York Times, The Wall Street Journal and The Washington Post signed by a network of trailblazing 'First Women.'



Lucy Liu teams up with Jane Walker by Johnnie Walker for First Women campaign celebrating and inspiring women breaking boundaries.



Katie Sowers teams up with Jane Walker by Johnnie Walker for First Women campaign celebrating and inspiring women breaking boundaries.



Elaine Welteroth teams up with Jane Walker by Johnnie Walker for First Women campaign celebrating and inspiring women breaking boundaries.



Billie Jean King teams up with Jane Walker by Johnnie Walker for First Women campaign celebrating and inspiring women breaking boundaries.



Katie Couric teams up with Jane Walker by Johnnie Walker for First Women campaign celebrating and inspiring women breaking boundaries.



Elizabeth Banks teams up with Jane Walker by Johnnie Walker for First Women campaign celebrating and inspiring women breaking boundaries.



Pepa of Salt-n-Pepa teams up with Jane Walker by Johnnie Walker for First Women campaign celebrating and inspiring women breaking boundaries.



Halle Berry teams up with Jane Walker by Johnnie Walker for First Women campaign celebrating and inspiring women breaking boundaries.



Lilly Singh teams up with Jane Walker by Johnnie Walker for First Women campaign celebrating and inspiring women breaking boundaries.



Rita Moreno teams up with Jane Walker by Johnnie Walker for First Women campaign celebrating and inspiring women breaking boundaries.



Salt-n-Pepa teams up with Jane Walker by Johnnie Walker for First Women campaign celebrating and inspiring women breaking boundaries.