

FOR IMMEDIATE RELEASE

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Local Author Featured at Women's Resource Fair

EVANSTON, IL – Local author and performer, Susan O'Halloran will be one of sixty exhibitors at the annual Women's Resource Fair at the Unitarian Church of Evanston taking place Friday, February 9, from 11 am to 6 pm and on Saturday, February 10, from 10 am to 4 pm.

O'Halloran who delivers performances, workshops and on-line resources to explore how stories can entertain, inspire, help us value diversity and even boost an organization's bottom line will perform "Mothers and Other Wild Women: Stories of Laughter and Strength" Friday afternoon at 4:45 pm at 1330 Ridge Avenue in Evanston. On Saturday at 9am, O'Halloran will deliver her much-requested workshop "The Power of Stories: How to Get More Press, More Business and More Connection Through Story." This 90-minute seminar will show participants how to find the hidden gems, those stories that make an organization's message and events unique and memorable.

"So many organizations are doing good work and, therefore, think their products and services speak for themselves," says O'Halloran. "But information and statistics are never enough. To move people to action – whether that's volunteering, donating money, buying a product or getting attention from the press – organization's need to tell their mission, their values, their struggles and successes in stories that move people's emotions."

While 45-minute demonstrations run throughout the weekend, only three presenters are chosen for extended workshops. The Women's Resource Fair, a woman-owned cooperative dedicated to enriching women through the collective presentation of products and services, chose storytelling as one of this year's primary focuses because, according to Susan Cahill, chairperson, "Storytelling as a marketing and motivation tool is just different enough to offer something unique and practical to women this year." (For a full program schedule visit www.womensresourcefair.org.)

O'Halloran who is President of O'Halloran Communications, has performed and facilitated story and diversity workshops in schools, corporations, community organizations and graduate schools of business for the last 15 years.

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