



FOR IMMEDIATE RELEASE

Partnership With Native Americans Supports Emerging Leaders through New 4-Directions Strong Native Women Development Program

ADDISON, TEXAS (Oct. 10, 2018) – [Partnership With Native Americans](#) (PWNA), a nonprofit committed to serving Native Americans living in under-resourced reservation communities, is supporting Native American women to develop into stronger community leaders with the launch of its 4 Directions Development Program (4D) for Strong Native Women. The inaugural all-women cohort commences this week and training will run through March 2019 in Santa Fe, New Mexico.

PWNA's 4D program piloted in 2012 helps develop emerging leaders from the tribal communities PWNA serves, those already recognized as grassroots leaders and who seek to increase their knowledge and skills to better serve their tribes. Participants undergo a six-month training program that includes personal and professional development, self-identified goal-setting and mentorship to help them achieve their goals.

"The 4D program is an example of how we're fulfilling our mission to serve immediate needs and support long-term solutions for tribal communities," said Robbi Rice Dietrich, CEO of PWNA. "We launched the 4D women's cohort to provide additional support to a specific group of Native women who are committed to becoming more effective in addressing the needs of their communities and beyond."

The launch of the 4D Strong Native Women cohort was made possible through a grant from PepsiCo Foundation, which invests in partnerships and programs to support at least 1.5 million girls and women in becoming more workforce ready in the coming years. In addition to funding, members of PepsiCo's Native American employee resource workgroup (known as RISE) will volunteer as mentor-advisors for the 4D participants. Many RISE members also mentor student scholars of the American Indian Education Fund (AIEF), another program of PWNA.

4D Strong Native Women participants attended their first session on Thursday, Oct. 11 where they learn about leadership styles, traditional leadership, lateral violence and self-care. In future sessions, they will learn about public speaking, grant writing, financial education and other topics based on participants' individual goals.

About Partnership With Native Americans

PWNA is a nonprofit committed to championing hope for a brighter future for Native Americans living on remote, geographically-isolated and often impoverished reservations. Established in 1990, PWNA collaborates with reservation programs to serve immediate needs and support long-term solutions for strong, self-sufficient Native American communities, improving the lives of 250,000 Native Americans annually. Follow PWNA on [Facebook](#), [Twitter](#) and [LinkedIn](#), or visit www.nativepartnership.org.

About the PepsiCo Foundation

Established in 1962, the PepsiCo Foundation works with nonprofit partners to develop innovative, sustainable solutions that address challenges in underserved communities around the world. The Foundation, along with PepsiCo and its employees, seeks to catalyze efforts that advance our Performance with Purpose 2025 goals related to increasing access to nutritious servings, providing access to safe water, partnering to increase recycling rates, and enabling young women to progress through school and be successful in the workforce. For more information, please visit www.pepsico.com/Purpose/Global-Citizenship.

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