

Avnet Aims at Balance For Better on International Women’s Day 2019

Terms:

"The story of women's struggle for equality belongs to no single feminist nor to any one organization but to the collective efforts of all who care about human rights." -Gloria Steinem

For over a century, International Women’s Day has been helping honor the myriad of contributions of women around the world. More than just that, however, the day is also set aside to urge “all who care about human rights” to stand up and drive society toward increased gender balance. In this spirit, Avnet proudly champions a diversity of thought, culture and background, which we earnestly believe connects us all. It’s exactly why striking a #BalanceforBetter is so critically important.

That’s why, on March 8, Avnet is participating globally in the #BalanceforBetter campaign. We’re asking our employees to voice their commitment to help build a more gender-balanced world and encourage others to balance for better, too. To show their support, we’ll share their collected commitment statements (e.g., photos, videos, written statements, etc.) on social media.

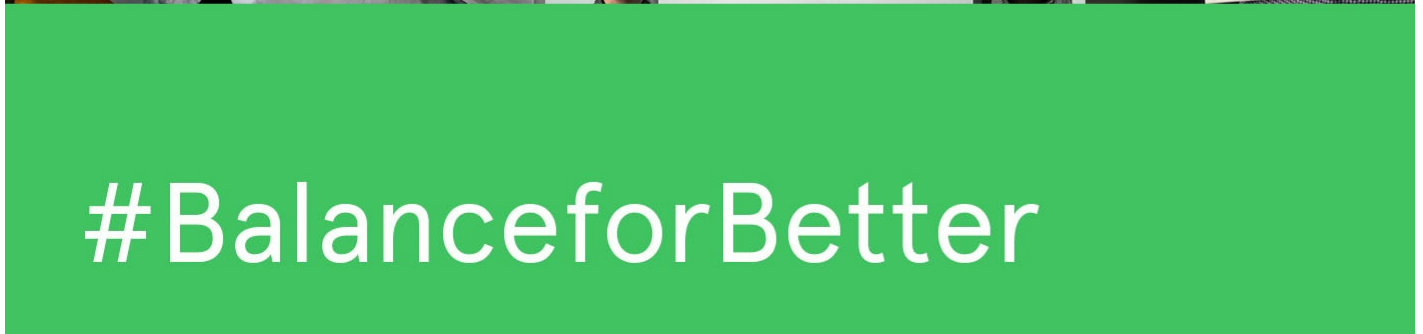
In the spirit of the #BalanceforBetter campaign, Avnet sees this balance as also a business issue as well as a social issue. In order to flourish, we must make gender balance a foremost priority. What began over 100 years ago as a small movement has exploded today into a worldwide campaign. We no longer live in an era in which balance can be overlooked. As the International Women’s Day theme states, “We notice its absence and celebrate its presence.”^[1]

Throughout March, which has been designated as Women’s History Month by Presidential proclamation, we’ll be celebrating the contributions of women at Avnet. You can follow along on our social media channels as we highlight those who have driven innovation, served as important mentors and encouraged creators of all genders to feel at home in the world of technology.

From TEDx speaker [Carla Howard](#) ^[2] to Moves Magazine award winner [Terry Bassett](#) ^[3] to community builder [Alex Glow](#) ^[4] (who will be speaking with Nasdaq about women in hardware later this month), we’re extraordinarily proud of the diverse Avnet team that’s helping us guide today’s ideas into tomorrow’s technology. To push progress in our industry, we continue our support by being a founding sponsor of the first national association for women working in the electronics industry, [Women in Electronics](#) ^[5].

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