



**Global Gaming Women Announces the 12th Annual  
Kick Up Your Heels Fundraiser  
During Global Gaming Expo 2022**

*The annual event supports scholarships for professional women  
in the gaming industry and celebrates honorees of the  
Patricia Becker Pay It Forward award*

**LAS VEGAS, Oct. 7, 2022** – [Global Gaming Women \(GGW\)](#) announces the **12<sup>th</sup> Annual Kick Up Your Heels** dynamic fundraising event to support the GGW Charitable Education Fund. The event supports scholarships and other development offerings for professional women in the gaming industry and celebrates honorees of the Patricia Becker Pay It Forward award on **Wednesday, October 12**, from **5 to 7 p.m.** at **XS Nightclub at Wynn, Las Vegas**. Tickets are \$200 per person and can be purchased [HERE](#).

GGW is also excited to announce the return of the in-person **Sip & Social** with Keynote Speaker **Anastasia Soare**, founder, and CEO of Anastasia Beverly Hills, one of the fastest-growing brands in the global beauty industry, for a fireside chat centering on her journey of building a flourishing empire. Join us for coffee, networking, and inspiration on **Thursday, October 13, from 8:30 to 10 a.m. in the Casanova Room inside The Venetian Expo**. Tickets are \$40 per attendee and \$50 the week of the event. Registration is required and is available [HERE](#).

GGW leadership continues our essential pillar of work as the leading gaming industry non-profit dedicated to supporting, inspiring, and influencing the development of professional women, with participation in a series of educational panels during G2E with four distinctive panels. Access to the academic track requires the purchase of an All-Access or 1-Day pass offered [HERE](#).

GGW sessions in partnership with G2E include:

Tuesday, October 12, 10:30 - 11:20 a.m., Titian 2203

- **Diversity, Equity, and Inclusion: Creating a Culture, Not Just a Program**

Panelists: Alex Dixon, CEO/ President Q Casino and DRA, Julie Hackman, President/Owner Diversity Compliance & Testing Group, Inc., and Stephen Jurgella, Founder/ CEO Fountain Forward

Tuesday, October 12, 2:00 - 2:50 p.m., Titian 2203

- **Exploring the Habits of Women Consumers in Sports Betting**

Panelists: Lauren Westerfield, Vice President of Interactive Gaming for Queen Casino & Entertainment, Inc.; Marissa Coleman, VP of Business Development at Gaming Society; Siska Concannon, Co-Founder & Chief Marketing Officer at Affiliated Sports Fans, and Meghan Chayka, Co-Founder at Stathletes Inc.

Wednesday, October 13, 10:30 - 11:20 a.m., Titian 2203

- **Women in Gaming: Breaking Down the Walls - In Partnership With Global Gaming Women**

Moderator: Christie Eickelman, VP of Global Marketing at Gaming Laboratories International, LLC

Panelists: Jane Lee, Co-Founder and Managing Partner of American Project Management (APM); Candace Borrego, Senior Vice President, Gaming Group

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U.S. Bank; Meeta Shah, Principal at Bergman Walls & Associates, Kelley Tucky, Vice President of Strategic Communications at San Manuel Band of Mission Indians

Wednesday, October 13, 2:00 - 2:50 p.m., Titian 2203

• **Trailblazers: Power of Questions.**

Director/Adjunct Professor/ Chief Legal Officer Katie Lever will sit down with Trailblazer Rikki Tanenbaum, President of Gaming at 1/ST Racing & Gaming, to get her unique perspective on ten questions about her exceptional career journey.

“We are excited to offer many different ways to connect, honor, and educate women in the gaming industry during this year’s G2E,” said Cassie Stratford, president of Global Gaming Women. “Industry events like G2E are critical to the success of our mission as it provides an opportunity for women from all areas of the industry to engage with other industry professionals, take advantage of amazing educational programming and learn more about our organization.”

GGW membership represents women in commercial, tribal, suppliers, lottery, tourism, and digital. Soon after its launch, offering education and training, mentoring, and networking events, membership multiplied. GGW has more than 6,000 professional women members in all states and 25 countries, with members in job level categories of 21% front-line leaders, 30% supervisors and managers, 25% directors, and 25% vice presidents or above. In addition to its traditional offerings, development programs include Lean-In circles and virtual masterclasses.

For a complete list of officers, please click [HERE](#).

To learn more about the benefits of GGW membership, click [HERE](#).

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