

eliminating racism  
empowering women

**ywca**

New York City

FOR IMMEDIATE RELEASE

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**YWCA-NYC Announces the 2012 Recipients of the “W Award”  
Katie Workman, Author of *The Mom 100 Cookbook* and Founding Editor in Chief  
of *Cookstr.com* and  
Tracey Zabar, Author of *One Sweet Cookie*, Baker, and Jewelry Stylist, Named  
This Year’s Honorees**

**New York, NY, May 25, 2012** – The YWCA of the City of New York’s eighth annual Summer Soirée and “W Award” presentation will take place on Thursday, June 14 at the Edison Ballroom 240 West 47<sup>th</sup> Street beginning at 6:00 PM. It was announced this morning by Jerome D. Grant, the YWCA-NYC’s Vice President of Development and External Affairs, that the nation’s largest women’s organization will be honoring Katie Workman, author of *The Mom 100 Cookbook* and Founding Editor-in-Chief of *Cookstr.com*, and renowned jewelry designer, baker, and author of *One Sweet Cookie*, Tracey Zabar, as the recipients of the 2012 “W Awards”. Bloomberg Television reporter Sara Eisen will serve as host. The Summer Soirée is sponsored, in part, by UBS.

Created in 2005, the YWCA-NYC’s “**W Award**” honors women and companies that embody the YW’s mission to empower women and eliminate racism. Past “W Award” honorees are all prominent figures or organizations that stand as an example for all to aspire. Past recipients include Weight Watchers International; *Prevention* magazine’s Editor-in-Chief Diane Salvatore; Marian McEvoy, founding editor of *Elle Décor* and former editor-in-chief of *House Beautiful*; TV personality Star Jones; and CNN correspondent Soledad O’Brien.

In addition to honoring two outstanding women who represent the mission of the YWCA, the Summer Soirée will hold a silent auction with items ranging from dinner at Per Se, Callaway golf clubs, a trip to the Catskills, and artwork by Judy Chicago, to a Michael Kors handbag. Proceeds from the silent auction will go towards funding YWCA-NYC services including childcare, educational programs for elementary, middle, and high school students, and workforce readiness programs for women.

“The YWCA-NYC Summer Soirée is an opportunity for supporters new and old to come together and celebrate our longtime mission of empowering women and eliminating racism. Our W Award honorees Katie Workman and Tracey Zabar are two women that have embraced the YW’s mission, and we are grateful to have them as role models to the community,” says Marcia Sells, the YWCA-NYC’s Board Chair.

**Katie Workman** is author of *The Mom 100 Cookbook*. She is also the founding Editor in Chief of *Cookstr.com*, the website that shares tested, trusted recipes from cookbooks created by respected chefs and cookbook authors. Prior to *Cookstr.com*, she was a Senior Editor at Clarkson Potter Publishers, where she naturally specialized in cookbooks. Katie worked with individual authors as well as companies—like Pilsbury and The American Heart Association—to develop their publishing programs. In 2008, Katie helped launch *Cookstr.com* and concurrently began a career as an active food writer. She established the popular *Cookstr* weekly newsletter, and wrote for many popular website and publications, including *The Daily Beast*, *AOL Food*, *KitchenDaily.com*, *AARP.com*, *bravo.com*, *Boston Globe* and *New York Magazine*. She currently writes a bi-weekly column for *The Huffington Post*.

Katie sits on the board of City Harvest, New York's leading food rescue nonprofit, and for the past 20 years has been an active supporter of Share Our Strength, a hunger relief organization dedicated to eradicating childhood hunger.

**Tracey Zabar** is a baker, jewelry designer, and author of *One Sweet Cookie*, *Charmed Bracelets*, *Best Loved Baby Names*, and the co-author of *Flowers for the Home: The Prudence Design Book*, and was assistant project editor of the *Sarabeth's Bakery* book. She was a jewelry stylist for the first three seasons of *The View* and the last three seasons of *Sex and the City*. Her designs have been widely featured in the media, including *The Today Show*, *Vogue*, *Town & Country*, *InStyle*, *New York Magazine*, *the New York Times*, *the Wall Street Journal*, *People*, and *W*. She has made television and radio appearances and has lectured at FIT and the 92<sup>nd</sup> Street Y.

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In addition to two remarkable honorees, the YWCA-NYC's eighth annual Summer Soirée will be hosted by **Sara Eisen**, correspondent for Bloomberg TV. Eisen is well known for her extensive coverage of the European debt crisis, on-location reporting of the Fukushima nuclear disaster in Japan, and numerous interviews with some of the world's top political leaders.

The evening will include cocktails, hors d'oeuvres, dancing, and a silent auction in addition to the awards ceremony. Tax-deductible tickets to the event (starting at \$225) can be purchased by contacting Evan Britt at (212) 735-9738 or [ebritt@ywcanyc.org](mailto:ebritt@ywcanyc.org) or by visiting the YW's website at [www.ywcanyc.org/](http://www.ywcanyc.org/)

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**For additional information about the YWCA-NYC's Summer Soirée, to set up an interview with honorees or YWCA-NYC staff, or to be on the press list to cover the June 14<sup>th</sup> event, contact:  
Jerome Grant at (212) 735-9781 or email at [jgrant@ywcanyc.org](mailto:jgrant@ywcanyc.org)**

YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.