

NEWS RELEASE
March 20, 2017

May 3 Community Luncheon Highlights Unconscious Bias

The Winston-Salem Foundation's 2017 Community Luncheon will take place on **Wednesday, May 3** at the Benton Convention Center from **noon to 1:30pm**.

Keynote speaker **Howard Ross**, a nationally-recognized expert on diversity, leadership, and organizational change, will present his research on **unconscious bias** - the assumptions and judgements individuals make about others every day without even realizing it. While we can neither ignore nor change these internal processes, Howard will provide the tools and understanding to help individuals navigate them on a daily basis. The Foundation hopes that a deeper collective understanding of unconscious bias will improve our relationships with each other, encourage social capital-building, and help move our community forward together.

In addition to an expected 80+ Community Investor, Community Builder, and Community Supporter level sponsors, BB&T is graciously supporting the event as Keynote Sponsor.

The **2017 Winston-Salem Foundation Award** and the **2017 ECHO Awards** will also be presented at the luncheon, honoring remarkable individuals and groups that are making a difference in our community.

Open seating is \$20 per person. To register, visit www.wsfoundation.org.

More on Howard Ross: Howard Ross is the author of *Everyday Bias: Identifying and Navigating Unconscious Judgments in Our Daily Lives* and *ReInventing Diversity: Transforming Organizational Community to Strengthen People, Purpose, and Performance*. He is also a regular guest on National Public Radio's The Kojō Nnamdi Show. His firm, Cook Ross Inc., has been studying the area of unconscious bias in depth for nearly a decade and is considered to be a thought leader in real-world applications of academic research on the subject. (photo attached)

The Winston-Salem Foundation is a community foundation that supports charitable programs in the greater Forsyth County area. Founded in 1919 with a \$1,000 gift, it now administers over 1,300 funds and had total custodial assets of \$453 million at the end of 2016. In 2016, the Foundation granted \$38.4 million to charitable causes, \$2.8 million of which was through the Community Grants program. Learn more at www.wsfoundation.org.

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