

## WX Press Release



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FOR IMMEDIATE RELEASE

### ***WX – WOMEN EXECUTIVES IN REAL ESTATE ANNOUNCES STRATEGIC PARTNERSHIP TO MENTOR UNDERSERVED STUDENTS TO BECOME NEXT GENERATION OF COMMERCIAL REAL ESTATE LEADERS***

**NEW YORK, NY — WX New York Women Executives in Real Estate (WX)** is pleased to announce its partnership with Project Destined to provide diverse women in New York City with internship opportunities to explore ownership through live real estate deals. Several WX Members and former WX Scholarship recipients will mentor the Project Destined students for a series of months spanning their case competitions.

Since its founding in 2016, Project Destined has worked with more than 3,500 participants in 35 cities across the U.S., Canada, United Kingdom and Europe. WX's partnership will support Project Destined and its mission to provide training in financial literacy, entrepreneurship, and real estate to students from underserved communities.

As the first all-female Project Destined team in New York City, our WX Members and WX Scholars will also enhance the public perception of the role of women within the industry and promote the highest standards of professionalism, ethics and integrity in the field, in line with WX's mission. "WX supports women throughout all stages of their professional development, and we look forward to nurturing these relationships throughout the program and beyond," said Lone Wilsmann, WX Board Member & Philanthropy Chair.

Project Destined leverages a work-based learning approach where students join executives to evaluate actual commercial real estate deals in their community and compete in a pitch competition to industry leaders to earn scholarships. WX's mentors will prepare, engage, and guide students one-on-one to help them develop a range of fundamentals—including financial, technical, presentation, and leadership skills—designed to aid them in obtaining internships, certifications, and full-time employment, launching their careers in commercial real estate.

“We are thrilled to partner with WX to launch our first all-female cohort in New York City.” said Cedric Bobo, Co-Founder of Project Destined. “The real estate industry provides incredible opportunities to build a great career and impact your community. We are excited to partner with WX to ensure these young women are ready to take on that opportunity.”

WX is well aware of the importance of investing in future generations, as WX launched a Scholars Program in 2004 to promote and support bright, talented young women pursuing careers in real estate and related professions in the New York metropolitan area. Since the program launched, scholarships have been awarded to 383 women at 18 schools, with scholarship value totaling more than \$1.85 million. Scholars have the opportunity to network with WX members, attend selected WX-hosted events, and participate in the WX Mentoring Program for two years.

### **About WX New York Women Executives in Real Estate**

WX New York Women Executives in Real Estate is an association of executive-level women actively engaged in the commercial real estate industry in New York. The mission of WX is to promote the advancement of women in commercial real estate; to enhance public perception about the role of women in the industry; and to promote the highest standards of professionalism, ethics and integrity in the field. Through educational seminars, breakfasts with industry leaders, mentoring programs, scholarships, and special events, WX provides members with a forum for visibility and exchange, spotlights the accomplishments of individual women in the industry, and paves the way for the next generation of women in the field. For more information, please visit [www.wxnyre.com](http://www.wxnyre.com).

### **About Project Destined**

Project Destined is a leading social impact platform that provides training in financial literacy, entrepreneurship, and real estate. Project Destined partners with corporations, schools, and non-profits to deliver training using its proprietary e-learning platform and live courses. Project Destined leverages a work-based learning approach where students work with executives to evaluate live deals in their community and present them in a pitch competition to industry leaders. Scholars emerge with the skills, confidence, experiences, and networks that prepare them to secure a strong first job and become stakeholders in their community. To learn more, visit <https://projectdestined.org/>.