

Sony Electronics Leans into Women's History Month 2018 Through Strategic Sponsorships and Employee Engagement
Thursday, March 01, 2018 11:30:00 AM (GMT)

SAN DIEGO, Calif., March 1, 2018 /PRNewswire/ -- March is Women's History Month, and Sony Electronics Inc. will serve as a corporate supporter and sponsor of numerous Women's History Month events, in addition to engaging and educating its employees.

Sony will kick off the month with "HerStory" profiles of inspiring female Sony employees via social media, sharing stories of their personal and professional resilience, aspirations and achievements.

International Women's Day is March 8, 2018, and Sony will be offering employees thought-provoking lunch and learn sessions at all its North America sites on the topic of friendly persuasion. Encouraging employees to wear purple on this day, each site will have a photo booth to capture employees while celebrating.

"A healthy workforce depends on providing employees opportunities to achieve their full potential," said Mike Fasulo, president and chief operating officer at Sony Electronics. "Sony honors Women's History Month as a time for reflection, thoughtful dialogue and firm recommitment to championing gender equality as both a human right and good business practice," stated Fasulo.

On March 9, Sony will serve as a corporate sponsor of Our Lady of Peace's [Fourth Annual Women's Symposium](#), featuring inspiring and accomplished women in science, technology, engineering and math (STEM) fields, public office, legal, health and the resort management industries, to share their insights and pathways to success with students and the community. Sony Electronics' head of talent acquisition, Lee Wills, will serve as a panelist and Cheryl Goodman, head of corporate communications, will join the symposium as a round table speaker.

The [North San Diego Business Chamber](#) will host Women's Week, March 19-23, 2018, and Sony is serving as a presenting sponsor, hosting the "Dare To Dream" luncheon at Sony's Electronics' headquarters in San Diego. This event will feature Naomi Tutu, activist and daughter of Archbishop Desmond Tutu. Sony is also a proud supporter of [Athena](#), a California-based professional association dedicated to advancing women in STEM. Sony will be serving as the title sponsor of this year's Athena Pinnacle Awards in San Diego.

About Sony Electronics Inc.

Sony Electronics is a subsidiary of Sony Corporation of America and an affiliate of Sony Corporation (Japan), one of the most comprehensive entertainment companies in the world, with a portfolio that encompasses electronics, music, motion pictures, mobile, gaming and financial services. Headquartered in San Diego, California, Sony Electronics is a leader in electronics for the consumer and professional markets. Operations include research and development, engineering, sales, marketing, distribution and customer service. Sony Electronics creates products that innovate and inspire generations, such as the award-winning Alpha Interchangeable Lens Cameras and revolutionary high-resolution audio products. Sony is also a leading manufacturer of end-to-end solutions from 4K professional broadcast and A/V equipment to industry leading 4K Ultra HD TVs. Visit <http://www.sony.com/news> for more information.

☐ View original content with multimedia: <http://www.prnewswire.com/news-releases/sony-electronics-leans-into-womens-history-month-2018-through-strategic-sponsorships-and-employee-engagement-300606378.html>

SOURCE Sony Electronics

Contacts: Cheryl Goodman, Corporate Communications, selpr@sony.com, 858.942.4079
Countries: United States
Industries: Entertainment & Leisure

Languages: English

Primary Identifiers: 0650RM-E, 6758-JP

Related Identifiers: 0650RM-E, 6758-JP

Subjects: Corporate Social Responsibility, Human Interest Groups