



International Women's Day 2012

The third annual International Women's Day celebration organized by the Armenian Relief Society Toronto "Roubina" Chapter took place on Sunday, March 4th, 2012 at the prestigious Westin Prince Hotel.

Over four hundred women gathered together to celebrate, acknowledge and pay homage to the economic, political and social achievements of women in the past, present and future. Since the overall theme of this year's International Women's Day celebration was "connecting girls and inspiring futures", the organizing committee decided to highlight the work of five very talented and inspirational female entrepreneurs in a video presentation. The featured women included four Armenian entrepreneurs from Toronto - Lisa Tashjian, a graphic designer, Tina laquinta, a personal concierge, Gacia Maljian, a make up artist and Suzanne Keoshkerian, an interior designer, and an artist from Armenia – Armine Toumanyanyan.



The guest of honor of the luncheon was Miss Rita Karakas, who humbly accepted the committee's invitation to provide the afternoon's key-note address. Ms. Karakas is a highly successful entrepreneur with over 20 years of global experience in both public and private sectors. She is an expert in organizational development, strategic change management, board management and governance, fundraising, marketing and communications, who has held top managerial positions in organizations such as The United Way, Save the Children Canada, Oxfam Great Britain, Oxfam Australia, Oxfam International, and YWCA.

Miss Karakas gave an inspiration and informative speech about her personal involvement in developing solid strategies for policy development, international program development and communications in different relief organizations all over the world. She applauded the humanitarian efforts of the Armenian Relief Society, and also talked about how her own life was enriched by helping those in need.



During the luncheon, a unique accessory fashion show took place featuring young, professional Armenian women of style and substance. The performance showcased the achievements of twelve Armenian inspirational women within our community, and highlighted the latest trends in spring fashion and accessories. This special show was choreographed by Armin Martiros.



The International Women's Day 2012 event on March 4th was dedicated to all the women who have and continue to work tirelessly to support the Armenian Relief Society's mission. We believe that together, we can build a world where all women can enjoy the basic freedoms of liberty, dignity, health and education. We can all make a difference when we live with awareness and compassion.

