

ASHLEY STEWART TEAMS UP WITH NATIONAL COUNCIL OF NEGRO WOMEN

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Ashley Stewart stores have teamed with the National Council of Negro Women to begin an initiative that fosters mentorships between African American women and girls. Every Tuesday, in all 217 Ashley Stewart stores nationwide, black women and girls join together to discuss topics ranging from domestic violence to education and cancer prevention.

Dorothy L. Height, 96, president emeritus of the NCNW, says she cherished her mentor, civil rights activist Mary McLeod Bethune, and believes black girls can benefit from mentorship. “We have to work harder at intergenerational sharing and giving,” Height said after a press conference this week announcing the benefits of the program. “I think older people have a responsibility not only for sharing our history, but also recognizing the new changes and the new things to which we have to adapt and move forward.”

The intent of the campaign is to shed unflattering perceptions that are heaped on black women by society and even themselves, and help melt disparities that disproportionately affect black women.