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### 02/28/1991 - NOW President to Visit EIU

University Marketing and Communications

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File



EASTERN ILLINOIS UNIVERSITY  
Charleston, Illinois

news

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FILE COPY

FOR IMMEDIATE RELEASE:

NOW PRESIDENT TO VISIT EIU

CHARLESTON, IL--In celebration of Women's History and Awareness Month, the University Board Human Potential Committee and the Women's Studies Council at Eastern Illinois University are bringing Molly Yard, president of the National Organization for Women, to the Eastern campus March 5.

She will present a public lecture at 8 p.m. in the University Union Grand Ballroom. Admission is \$1 for students with I.D. and \$3 for the general public.

As the president of NOW, Yard has provided a half century of leadership, from the student and labor movements of the 1930s and 1940s, through the civil rights struggles of the 1950s and 1960s, to feminist activism in the 1970s and 1980s, devoting her life to the struggle for equality.

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A NOW activist since 1974 in her home state of Pennsylvania, Yard joined NOW's national staff in 1978 during the ERA Ratification Drive serving as an influential lobbyist in Congress.

She has been a prime architect of NOW's political and legislative agenda. As NOW's political director from 1985-1987, she was instrumental in coordinating NOW's successful 1986 campaign to defeat anti-abortion referenda in Massachusetts, Rhode Island, Oregon, and Arkansas.

Yard was elected president of NOW in July, 1987. During her tenure, NOW's membership has grown from 140,000 to 250,000, and the annual budget has increased 70 percent to over \$10 million.

She currently speaks on NOW's Freedom Caravan for Women's Lives, which travels throughout the states galvanizing pro-choice voters, and visits dozens of college campuses each year, encouraging young people to join the fight for equality.

Yard currently serves as NOW's liaison with major national and international organizations on a wide range of issues.