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**A Campaign Transformation Show**

FOR IMMEDIATE RELEASE

CHICAGO - More women than ever before are running for political office. [RUN](http://runtheseries.com), a new independently-produced TV pilot, is here to transform their campaigns.

Five female experts in Campaign Strategy, PR, Tech, Activism, and Comedy called “The Boss Squad” empower scrappy, novice, passionate female political candidates. In each episode of RUN, a different woman's campaign is transformed from striving to thriving.

Filmed in the heart of Chicago and the surrounding suburbs, RUN’s pilot episode follows 21-year-old Muslim candidate Bushra Amiwala in her race for School Board in Skokie, IL.

Tech expert and Executive Producer Genevieve Thiers explains, “The purpose of Run, is to build a team around a woman candidate so she succeeds. Not every woman has a squad, and that’s why we’re here.”

This “feel-good” show aims to inspire, educate, and empower an audience of women and girls to get out and knock doors, become a donor, or take the leap to run for political office.

“It is so important for women to be a part of the political process” states the show’s PR expert Mary Simms, an Army veteran and mother of twins based out of California.

Each expert inspires and instructs Bushra in their areas of expertise. Comedy expert Victoria Elena Nones teaches Bushra how to write a joke into her stump speech, State Senator and Campaign Strategist Faith Winter dares Bushra to call strangers for donations, and Activist Moumita Ahmed knocks doors to win over constituents alongside Bushra in Skokie.

Join the rock star RUN team in their pilot episode as they take Bushra’s campaign from scrappy to professional in just a few short days of consulting, events, and a behind the scenes look at what it’s like to run for political office in this country.

**The Cast**

*(Listed below in the order pictured above from left to right starting with Faith)*

[Faith Winter](https://www.faithwinter.com/) - Campaign Strategy

Faith Winter is a currently elected State Senator in Colorado standing up for hardworking families, transportation solutions, and a clean environment. For more than a decade, Faith has worked to create more affordable housing and protect our air, land, and water. A mother of two and a national trainer of thousands of women for Vote Run Lead, Faith empowers the next generation of women in power with the tools of how she’s run and won successful campaigns.

[Mary Simms](http://www.marysimms.com/) - PR/Media

Mary Simms favorite phrase to would be mansplainers is “I’ve been to war, I’ve got this.” As a Gracie Allen award from the Foundation of American Women in Radio and television she has been inducted into America’s league of Top Women in PR. A writer and contributor for Entrepreneur Magazine, Forbes and Huffington Post she empowers the next generation of women leaders with on-line, on-camera PR/media and presentation training workshops designed to shape storytelling and messaging to support favorable media communications and coverage.

[Genevieve Thiers](https://genevievethiersentrepreneur.com/) - Leadership/Technology

Genevieve Thiers is a serial entrepreneur, speaker, and teacher. As the founder of the first online babysitting site, sittercity.com, she built an empire in her twenties and has now invested in over sixteen women-led tech startups. Genevieve brings the latest tools and apps for the political process to the table and uses her success to empower the next generation of women tech entrepreneurs and political candidates with her current organization NewFounders.

[Victoria Elena Nones](http://www.victoriaelenanones.com/) - Comedy/Content

Victoria Elena Nones is an entrepreneur and comedian and is the founder of [Women In Comedy](http://www.womenincomedy.com) and [Satira Comedy](http://www.satiracomedy.com). Her comedy work to empower women has been featured in the Chicago Tribune, NY Magazine, ELLE Magazine, CBS, PBS, and Jezebel, including others. In addition, Victoria is regularly invited to be a speaker and workshop leader at places such as the Yale Women In Leadership Conference, The Caterpillar International Women’s Conference, Accenture International Women’s Day, and more. A comedy consultant, she fuses business and comedy to empower the next generation with humor to be used in stump speeches, digital campaigns, and to steer the smear away.

[Moumita Ahmed](https://thetab.com/us/2017/03/07/moumita-ahmed-creator-of-millennials-for-revolution-explains-young-people-have-to-keep-fighting-62145) - Field/Activism

Moumita Ahmed is the founder of Millenials For Revolution and has worked as a field and digital strategist on high profile campaigns including Bernie Sanders, Alexandra Ocasio Cortez, Cynthia Nixon, and more. An activist and amplifier, Moumita stands up to the status quo and fights for justice for the working class. Moumita inspires the next generation by knocking on doors and organizing.

**Production Team**

RUN is Executive produced by Serial Entrepreneur [Genevieve Thiers](https://genevievethiersentrepreneur.com/)

(CEO of [Newfounders](https://www.forthewin2018.com/))

Directed/Produced by Emmy Nominated [Ana Breton](http://www.anabretonfilms.com/)

(Digital Producer for Full Frontal With Samantha Bee)

Produced by [Victoria Elena Nones](http://www.victoriaelenanones.com/)

(Founder of [Women In Comedy](http://www.womenincomedy.org/) & [Satira](http://www.satiracomedy.com/))

**Contact:**

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