

# WOMEN OF TRUE GRIT™

The Women of True Grit™ brand is perfectly timed and represents a unique opportunity for anyone seeking to help empower women.  
A True Grit Sisterhood Experience. [grit.ihubapp.org](http://grit.ihubapp.org)

## TREATMENT

### Logline:

We believe all women can find the strength to embrace who they are, navigate their direction in life, and possess the potential to impact themselves and those within their world and beyond.

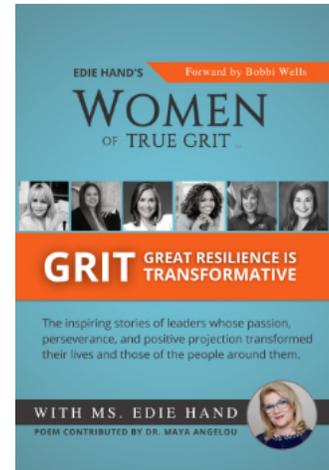
Our Women of True Grit stories have a recurring theme that highlights great resilience and its transformative power. We strive to reach women through sharing stories of hope and lessons of life to push through and find one's dreams.

The Women of True Grit series is a collection of stories about women who have overcome incredible barriers and achieved greatness in their lives. These stories come from women in all walks of life including the worlds of business, entertainment, science, medicine, education and, healthcare. They are relatable to women regardless of their background and/or their professional or personal paths to excellence.

The episodes are interview-based with women telling a large part of the stories themselves. Hearing the stories in their own voices adds tremendous power to the understanding of their individual life journeys. These interviews are set in locations and environments that relate to each woman...workplaces, homes, places that are significant in each life's journey. Edie helps showcase these experiences on the Women of True Grit platforms and highlights how they pay life forward. This adds richness and heart-felt emotions to the storytelling. The stories will be voiced by Edie Hand, creator of the Women of True Grit brand and a lifelong storyteller herself.

Edie Hand's Women of True Grit is in development for a 30 minute documentary-style program. Additionally, podcasts, radio interviews, streaming, and print articles will extend the brand. This initial airing was on November 18<sup>th</sup> and a second airing is on March 17<sup>th</sup> at 8:30 pm on Alabama Public Television and beyond. Edie Hand has created a brand trusted by the largest corporations in the world and brings hope and inspiration to those who need it most.

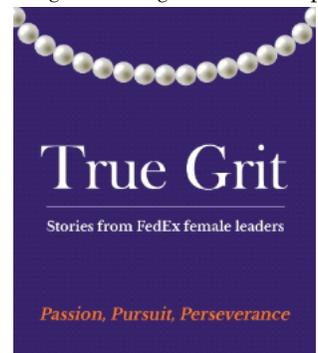
Edie Hand has navigated through some of life's greatest tragedies, and her stories have had a transformative effect on helping others find their pearls of hope.



Design Cover Concept



Back Cover of Special Edition for college screenings and workshops.



Edie Hand & Jane Amaba

# Meet the Host

## Ms. Edie Hand



### Facts about Edie:

- Best-selling author
- 4X Cancer Survivor
- 30+ Years in Media
- Philanthropist
- Entrepreneur
- Trusted Brand Evangelist
- Key Note Speaker
- Filmmaker
- 20 Books Written
- National TV Host
- National Radio Host
- Monthly contributor in Reel Lumiere, digital magazine featuring Edie's "Women of True Grit"
- Mom

### Highlight of Recent Works:

- FedEx
- The Morning Show
- Our American Stories
- Top Women in Alabama Media 2019
- WOTG Vignettes with Sinclair Broadcasting
- WOTG College film screenings, workshops, and lectures

Edie exemplifies the true grit woman because of her passion toward education, business leadership and philanthropy in a number of areas. These life experiences helped her achieve successes at the highest levels. Over the years Edie has gone on to become a trusted friend, confidante, and mentor to so many recognized celebrities and leaders.

### Why do so many TRUST Ms. Edie hand?

It's simple. Despite a lifetime of facing the greatest losses, terrifying health scares, and unfathomable challenges, Edie found her GRIT and overcame. Along the way, she delivered on her promises leaving those around her not just inspired but asking for her mentorship. She is a business leader and was the owner of Hand 'N Hand Advertising Agency for 30 years.

### Why partner with Ms. Edie Hand?

Edie's Women of True Grit Network trust her enough to let her bring their stories of overcoming to the world. Her respected voice, inspiring encouragement, southern charm, distinctive laugh, pearls of wisdom, and amazing energy presents a unique and distinct opportunity for brands to attach themselves to content that is on-point and relevant for the times in which we find ourselves.

**Join the True Grit Sisterhood [grit.ihubapp.org](http://grit.ihubapp.org)  
Pearls on. Swords Up.**



Presents

**WOMEN**  
OF TRUE GRIT™

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Learn more: Visit [www.womenoftruegrit.org](http://www.womenoftruegrit.org) | [www.ediehand.com](http://www.ediehand.com) | [www.hhentertainment.biz](http://www.hhentertainment.biz)