



FOR IMMEDIATE RELEASE
January 31, 2014

Ritza Yana
ryinkpr@gmail.com
202.834.3215

HEELS & HELMETS PRESIDENT SHAVANNIA WILLIAMS RETURNS TO WHUR'S "THE DAILY DRUM" TALKING SPORTS & RELATIONSHIPS

Washington, DC – Shavannia Williams, president and editor of **Heels & Helmets** will appear on **"The Daily Drum"** radio show in Washington, DC on Friday, January 31, 2014. "The Daily Drum" is a daily news program featuring national and local news and an interview segment called "Insight." The topics of discussion include politics, wealth, education, health, family and the community. Harold Fisher and Molette Green host the show. With the NFL's championship game kicking off on Sunday, Ms. Williams was invited on the show to discuss **"My Mate Doesn't Know Anything Football."**

"The Super Bowl is the most watched sporting event in America, so conversations at work and at home will inevitably be about football," said Williams. "Unfortunately, this drives some couples apart, but with some patience it can be an opportunity to bond. I am looking forward to a fun conversation."

Shavannia is a sports marketing professional with a passion for football. Her knowledge of the sport began as student working for the football program at the University of Michigan. She has worked for teams in the National Basketball Association, National Football League, National Hockey League and Women's National Basketball Association. After several questions from women about football, she launched Heels & Helmets to help "ladies join the conversation." She often lectures and conducts training on using sports to bridge cultural and language barriers; build successful relationships and teams, and become effective leaders.

This is Ms. Williams' second time on "The Daily Drum." Last fall, she was on the show and discussed "Monday Night Football & Controversy Behind The Redskins Name."

"The Daily Drum" will air live tonight at **7 p.m. ET** on **96.3 FM** in Washington, DC. Listeners can call in with questions at 855.288.4876 or 202.319.7810.

###

About Heels & Helmets:

Heels & Helmets levels the competition in professional environments by educating and exposing women to different sports. The mission is to achieve gender equality in the workplace by breaking down existing communication barriers. It also leverages sports to increase awareness about issues that affect women and children. The sports and lifestyle e-magazine provides information on the leading topics in sports, fashion, fitness and nutrition. For more information visit heelsandhelmets.com