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PRESS ADVISORY

**Recognizing Key Role of Gender in 2016 White House Race,
CAWP, Barbara Lee Family Foundation Launch Presidential Gender Watch 2016**

What **Presidential Gender Watch 2016** is a nonpartisan project of the Center for American Women and Politics and the Barbara Lee Family Foundation to track, analyze, and illuminate gender dynamics in the 2016 presidential election. Through its website, social media presence, and expert commentary, the project is a timely and valuable new resource for media covering the presidential race, as well as for the general public.

Where Website: <http://www.presidentialgenderwatch.org/>
Facebook: [facebook.com/genderwatch2016](https://www.facebook.com/genderwatch2016)
Twitter: [@GenderWatch2016](https://twitter.com/GenderWatch2016)

About Presidential Gender Watch 2016 draws upon the research and expertise of both partner organizations, as well as other experts, to further public understanding of how gender influences candidate strategy, voter engagement and expectations, media coverage, and electoral outcomes in the race for the nation's highest executive office. The goal is to lend expert analysis to the dialogue around gender throughout the election season.

Through web, blog and Facebook posts, press conference calls, and web chats or webinars, Presidential Gender Watch 2016 will set the context for understanding how gender figures in the election. Resources will include research summaries and reports, analysis and commentary from political strategists and academics, compilations of polling data, and extensive historical information about women who have sought the presidency or vice presidency.

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