

## News Release

5 October 2007

### **New Commercial Director for Chwarae Teg**

Chwarae Teg, the organisation which promotes the role of women in the Welsh economy, has appointed a new Commercial Director.

Trish Chalk joins Chwarae Teg from Snowsport England, where she held the position of Chief Executive.

In her new role she aims to identify a wide range of business opportunities and will also be responsible for maximising Chwarae Teg's strengths to develop commercial capacity. Currently based in Birmingham, Trish is a former graduate and post graduate of UWIC, and is looking forward to returning to work in Wales.

Commenting on her appointment, Trish said:

"I look forward to joining Chwarae Teg at such an exciting time and working for an organisation with such a key role in the Welsh economy. Chwarae Teg has a great team of people who have successfully worked to address and challenge gender issues in the Welsh economy. I hope my appointment will enhance this ongoing work and achieve the ambitious objectives set by the organisation."

Chwarae Teg was established in 1992 to support, develop and expand the role of women in the Welsh economy. Throughout that period, the organisation has developed significant policy and practitioner expertise on all matters relating to women in the Welsh economy including the fields of enterprise, employment, skills and learning.

Marcella Maxwell, Chwarae Teg's Chief Executive said:

"We are delighted to have secured someone of Trish's calibre, and the appointment reflects our ongoing ambitions to meet new challenges and opportunities in driving forward the agenda for women in the Welsh economy."

For more information on the work done by Chwarae Teg visit [www.chwaraeteg.com](http://www.chwaraeteg.com).

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