



## Links and Quotes

### Recent News

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- [Mashable](#)
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- [ReadWrite](#)
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- [Huffington Post Women](#)
- [BuzzFeed](#)
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- [Bored Panda](#)
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### Images

- [It Was Never a Dress High-Res Graphic](#)
- [Original Tweet: Jamie Kruger 4/29/15](#)
- [Keila Banks, a GIT Catalyst attendee](#)
- [Lawdan Shojae at GIT Catalyst 4/27/15](#)
- [Adriana Gascoigne, Mayor Stanton & Tania](#)
- [Tania Katan, Lawdan Shojae, Sara Breeding](#)
- [Tania Katan at GIT Catalyst 4/27/15](#)
- [Tania 2 at GIT Catalyst](#)
- [Lawdan & Sara Rickshaw Ride](#)
- [Axosoft Super Team at GIT Catalyst 4/28/15](#)

### Quotes from Media

"Recently, a tech company called Axosoft reimagined the ladies room symbol. The outfit choice for this much-needed reinterpretation? That's a superhero cape."  
- Alanna Vagianos, *Huffington Post Women*

"Now that her identity is blown, she'll use her superpowers to take on one of the most heated issues in technology today: the underrepresentation of women in S.T.E.A.M. fields."  
- Adriana Lee, *ReadWrite*

"The campaign's new and improved sign fills in the traditionally triangular symbol to make it look like a female figure wearing a cape, turning a nondescript female into a full-blown superhero."  
- Andrea Romano, *Mashable*

### Quotes from Axosoft

"To me it's about shifting perceptions and assumptions about women in all the spaces we occupy."

"When we see women differently... We see the world differently!"

"I thought of the bathroom lady. We've all seen her. She's been in that stiff, triangle dress, looking uncomfortable for a long time. And if she's a symbol that represents women, then no wonder we're feeling trapped, rigid and uncomfortable."  
- Tania Katan, Curator of Code

"It Was Never a Dress is about portraying more women involved in technology and entrepreneurship. It's so hard for women to be in this space. We want to make sure women's voices are heard."

"Programming is an endurance sport."  
- Lawdan Shojae, CEO

"I've been overlooked and underestimated, and I know I'm not the only woman who has. So for me it's about uncovering the truth and empowering all people."  
- Sara Breeding, Marketing Unicorn