



## **NEWS RELEASE | FOR IMMEDIATE RELEASE**

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# **Latina, sister tech team to present virtual country club for business women at Houston Showcase at the Ion**

HOUSTON -- A Houston tech team led by two sisters will present their virtual country club for business women at the Houston Startup Showcase on Wednesday at the Ion.

The Wright Sisters (Cris Wright and Rae Wright-Burrell) will give an overview about The WEM Sisterhood, which owns a spatially-aware online coworking space (The WEM House) for business women who work remotely to connect to each other and trusted programs for business growth.

The Ion's month-long series "Celebrating Hispanic Heritage Month," has included a LatinTech Pitch competition and Business Summit for Spanish-speakers.

"This is a perfect opportunity to introduce our hometown to our virtual home before we introduce it to half of the nation next month," said Rae Wright-Burrell, Chief Operating Officer of The WEM Sisterhood.

The Wright Sisters will embark on their first crowdfunding adventure in October, coupling it with a friendly wager between them that will end in one sister cutting the other's hair. The campaign includes Cris networking via a road trip and Rae networking via 18 virtual events over the month, including a pajama party sponsored by and featuring Houston-based vegan cosmetics company LAMIK Beauty.

"If we're going to fundraise in a climate with demoralizing success rates among women of color, we're going to do it with flair and fun," said Cris Wright, Chief Executive Officer.

More about the [#FoundersRumble](#).

### **About The WEM Sisterhood**

[The WEM Sisterhood](#), a diverse social club of women who have bonded over business, was founded in 2017. Through the pandemic, the company opened The WEM House, a 24/7 online refuge for the women to meet, greet and work together as they build and scale sturdy businesses as a family.

### **About The Ion**

Located in [Ion](#) District, the Ion is the transformative centerpiece of Houston's innovation corridor. Designed to bring our city's entrepreneurial, corporate, and academic communities into collaborative spaces and programs, the sunlit structure of steel and glass is a home for advancing diverse knowledge, teams, technologies, and products that propel our world forward. From Fortune 500s seeking flexible office space to first-time startups looking for the funding to design a prototype, the Ion provides wide-reaching space and support to connect every What if with What now?

### **About LAMIK Beauty**

[LAMIK Beauty](#) is a tech-enabled clean color cosmetics company focusing on women of all diverse backgrounds. Owned by Houston-native Kim Roxie, the vegan company intentionally works with other Houston small businesses to make, package and ship the product for maximum quality control.

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