



news

INSIGHTS AND INNOVATIONS LEADING TO IMPACT

Greenwich, Connecticut, August 3, 2020... Wow to Pop, Inc., based in Greenwich, Connecticut, announced its first initiative, **#2020TheGreatReset**, an innovative social media program in advance of the launch of its first product, **Actionnate™**, this fall.

Kathryn Minckler, Founder and Chief Executive Officer of Wow to Pop, remarked, “2020 has turned out to be a historical period characterized by a unique rapid succession of important events and trends. During this period, companies and people have taken an unprecedented pause and been forced to adapt to and plan for to all kinds of changes, with the expectation that such will continue for the foreseeable future. The purpose of #2020TheGreatReset is to frame and inspire conversations as we imagine, educate ourselves and then take purposeful action around different positive changes. These conversations will include topics on trends and changes concerning social issues, corporate governance and product standards.”

Alberto Milani, President of the Italy America Chamber of Commerce and Wow to Pop Advisory Board member added, “This year’s events have re-enforced brands’ critical need to understand and align with customers’ values. Actionnate is a unique and timely tool for brands to conduct research and easily deliver complex messages about social responsibility in order to develop and maintain meaningful lasting customer relationships.”

Wow to Pop, like many companies, has encountered challenges and made important pivots this year. In order to execute **#2020TheGreatReset** quickly, Wow to Pop unexpectedly expanded its Internship Program during the early summer. The Company currently has 15 interns, represented by high schools and colleges, including Brunswick School, Choate, Greenwich Academy and University of Connecticut, Stamford.

Ellie Harris, a rising senior at Greenwich Academy, has been interning for Wow to Pop since fall 2019. She remarked, "Being part of the Wow to Pop team has given me a chance to work with so many likeminded individuals interested in change. Having such an amazing group of people working on Actionnate and #2020TheGreatReset has been so inspiring to me."

For more information, please visit Actionnate.com and email [Kathryn Minckler](mailto:Kathryn.Minckler@actionnate.com).

* * *

Company Background:

Wow to Pop was founded in 2018 in Greenwich, Connecticut to develop significant market insights, intelligence and innovative communications products. The Company's first product, Actionnate™, launching in the Fall of 2020, is a visionary web and mobile platform for *The Purposeful Economy*, which empowers impactful social good through knowledge and collaboration.

Designed to be easy to use and relevant for everyone, Actionnate matches and connects people, brands, non-profits and their experiences and values with a proprietary database.

Actionnate's database standardizes sustainability and social responsibility lexicon and metrics to support more than 50 important consumer behavioral drivers or "**Passions**", encompassing *social causes*, *corporate governance* and *product standards*.

Actionnate's unique community delivers trustworthy content, valuable emotional data and market intelligence, accelerating purposeful collaborations and actionable brand loyalty insights.