



Ascend Dallas to Honor Christine Perez with Ebby Empowering Women Award

*Sixth Annual Pop, Fizz, Clink! will Celebrate Women's Empowerment
on April 23, 2027*

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DALLAS, September 24, 2026 – [Ascend Dallas](#) will honor **Christine Perez, editor of D CEO Magazine**, with the **Ebby Empowering Women Award** at the sixth annual **Pop, Fizz, Clink!** signature fundraising event. The award will be presented during the event on April 23, 2027 that brings together community leaders, philanthropists and supporters for a vibrant morning celebrating the power and potential of women and families.

A respected journalist and influential voice in the North Texas business community, Perez has spent more than two decades telling the stories of the people and organizations shaping the region. She joined D Magazine Partners in 2010 and serves as editor of D CEO and its digital platforms. In that role, she has transformed the publication into a leading voice on North Texas business and leadership by showcasing the diverse executives, entrepreneurs and innovators driving Dallas forward. She is also recognized for creating the Dallas 500, launching *D CEO Greater Good* and building an accomplished editorial team.

“Christine Perez embodies the spirit of Ebby Halliday through the way she uses her voice and platform to shine a light on women who are leading, innovating and making an impact,” said **Kate Rose Marquez, CEO of Ascend Dallas**. “Her personal example and commitment to uplifting the achievements of women across North Texas make her an extraordinary recipient of this honor. We are thrilled to celebrate Christine and her contributions at Pop, Fizz, Clink! 2027.”

Under Perez’s leadership, D CEO has made an intentional commitment to elevating women leaders through its annual Women’s Issue, ensuring the diverse female leaders shaping Dallas and the North Texas business community are covered, featured and celebrated. The most recent edition, the June/July 2026 issue, highlighted women leading across industries, including technology, media, entrepreneurship and the nonprofit sector. Her work has earned national recognition for editorial excellence from the Society of Advancing Business Editing and Writing and the Alliance of Area Business Publishers.

Established in honor of legendary Dallas real estate pioneer and philanthropist Ebby Halliday, the Ebby Empowering Women Award recognizes an influential woman whose professional achievements, philanthropy and community leadership reflect a commitment to creating meaningful opportunities for women and girls. The award celebrates women who use their influence to open doors, amplify others and help build stronger, more inclusive communities.

“I’m deeply honored to receive an award that bears Ebby Halliday’s name,” said Perez. “She was an extraordinary role model whose influence extended far beyond

the business she built, particularly in the way she opened doors and created opportunities for women.”

“To be recognized by Ascend Dallas makes the honor even more meaningful,” Perez reflects. “I have tremendous respect for the organization and the work it does to help North Texas women build stronger, more secure futures.”

Perez joins an esteemed group of female leaders who have received the Ebby Empowering Women Award, including:

- Anne Motsenbocker, Former Managing Director, J.P. Morgan Chase
- Regina Montoya, CEO & Chairperson of Regina T. Montoya, PLLC & Chair of the Board, Dallas Arboretum and Botanical Society
- Debbie Dennis, Chief Customer Officer, Senior Vice President and Chief Human Resource Officer, Oncor
- Shonn Brown, General Counsel & Chief Compliance Officer, Heidelberg Materials
- Carrie Freeman Parsons, Chairman of the Board, Freeman Company

Since its inception five years ago, **Pop, Fizz, Clink!** has generated more than **\$2 million** to support the community impact work of Ascend Dallas, including the organization’s Economic Advancement and Nurse-Family Partnership (NFP) programs. The Economic Advancement program helps women and families build financial stability and create pathways toward greater economic independence. NFP helps first-time mothers build a healthier future for themselves and their families by providing 2.5 years of free, at-home visits from experienced nurses who offer pre- and post-natal care, breastfeeding and other vital resources.

NBC 5 anchor Laura Harris will return as emcee of Pop, Fizz, Clink! for the second consecutive year. The 2027 “Postcards from Rio” theme will bring a festive Brazilian-inspired atmosphere to the annual brunch at the Omni Dallas Hotel, with colorful décor, inspired cuisine and celebratory touches designed to create an immersive experience for guests while keeping the focus on Ascend Dallas’ mission and the women and families it serves.

Additional details about event leadership, tickets and programming will be announced in the coming months. For more information about Ascend Dallas and its mission to empower women and families to achieve economic mobility, visit ascenddallas.org.

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About Ascend Dallas

Founded in 1908, Ascend Dallas offers robust and immediate solutions to women in the Dallas community, constantly evolving to meet women’s changing needs. Formerly the Dallas YWCA and more recently WiNGS, Ascend Dallas has a long history of empowering women to lift themselves out of poverty and adversity, while pursuing a new chapter for themselves and their children. Ascend Dallas provides a tailored suite of services and resources – including financial literacy, one-on-one financial coaching and in-home healthcare for first time moms – to help women gain confidence and skills needed to start a new chapter, a new business or a new family.

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