



Erin Weidemann

Expert in empowering women and girls, inspiring entrepreneur, and World Vision advocate

Founder and creator of Bible Belles, a company that helps girls discover real beauty through the female heroes of the Bible, and award-winning author of the *Adventures of Rooney Cruz* series, Erin is committed to changing the world's current definition of beauty. As a certified teacher, coach, and nationally recognized speaker, she offers speaking engagements, workshops, and seminars to equip women of all ages to let go of fear and step into the unique leadership roles for which they were designed.

Erin and her family have experienced firsthand the impact of World Vision through their sponsored child, Andrea, in Honduras. They have fallen in love with the little girl who helps their family live out their values and impact a country that has held a special place in their hearts since their first visit in 2013, while empowering their daughter to care for and love other children around the world.

A five-time cancer survivor, Erin serves as a speaker for several organizations, including the American Cancer Society and Educational Media Foundation, the parent company of K-LOVE and Air1. She is also the host of the "Heroes for Her" podcast, highlighting today's positive female role models: women who are living out their passions in line with their personal values. Her company, Bible Belles, is a corporate partner of World Vision.

Erin graduated from Penn State with a double major in Spanish and journalism. She lives in Encinitas, California, with her husband, Brent, and their daughter, Rooney.

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World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. Visit worldvision.org for more information.