

Woman Evolve Powers a New Economic Engine as Atlanta Hosts Sold-Out Conference Led by Sarah Jakes—ATLANTA, July 2, 2025

SOLD-OUT ATLANTA EXPERIENCE CENTERS "FREEDOM" AS WOMEN ACROSS THE GLOBE GATHER FOR FAITH, BUSINESS, AND GENERATIONAL CHANGE

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Sarah Jakes Roberts is healing the nation one woman at a time. The powerhouse preacher, author, businesswoman, fashion influencer and everyone's favorite bestie is bringing Woman Evolve, presented by Wells Fargo, to State Farm Arena in Atlanta from July 31 – August 2.

Media credentialing is now open and can be [requested online](#). Pre-registration is required.

Jakes Roberts' influence is redefining what it means to gather, grow, and galvanize women of faith. Her Woman Evolve movement has become a powerful force for spiritual renewal, economic empowerment, and generational change. As the number of women-owned businesses in America grows, contributing over \$2.7 trillion annually, partners like Wells Fargo see Woman Evolve as a cultural driver of talent and thought leadership.

This year's conference is already sold out at the State Farm Arena and will extend into the Georgia World Congress Center. Centered around the theme of "Freedom," the gathering will draw thousands from across the globe for three days of inspiration, elevation, and transformation. This moment also signals a larger brand evolution.

After seven years of sold-out conferences, bestselling books, and a chart-topping podcast, Woman Evolve is scaling its proven platform into a creator-led media and consumer brand enterprise. With \$70M+ in documented economic impact and a global audience of 11M+ across podcasting, publishing, YouTube, and mobile streaming, the brand is expanding with intention. From the Woman Evolve Podcast (2M+ downloads) and Jakes Roberts' YouTube channel (2.3M+ subscribers) to national bestsellers and signature events like the "Mind Your Business" Luncheon, the next era will introduce new multi-channel verticals across fashion, parenting, wellness, food, and faith-centered storytelling spanning both scripted and unscripted formats.

The conference is the capstone of a year-long journey, from weekly devotionals that reach thousands online, including a multi-city Woman Evolve in-person tour, a podcast, to a book club, and the recently announced Woman Evolve School, all paving the way for the celebration in Atlanta.

In the city integral to the Civil Rights movement and known for its legacy of freedom, Jakes Roberts is leading an initiative in women's empowerment. She is organizing the Woman Evolve conference, presented by Wells Fargo, in a city connected to her family history. Following Bishop T.D. Jakes' conclusion of his Woman, Thou Art Loosed! conferences in 2023, Jakes Roberts is continuing the women's ministry. Jakes Roberts is involved in an intergenerational effort to support women from various socioeconomic backgrounds.

"I believe that freedom is the foundation of every woman's potential," says Jakes Roberts. "When we are spiritually, emotionally, and financially free, we stop surviving and start building—families, businesses, and

legacies. That's what this moment is about."

The [2025 Woman Evolve](#) conference will bring together globally recognized voices to speak across a variety of disciplines, including faith, business, finance, psychology and the performing arts to equip women through spiritual and practical development with the tools necessary to evolve into the highest version of themselves. Impactful speakers joining Jakes Roberts to help attendees break free, include:

- Christine Caine, speaker, author, and activist
- Dr. Anita Phillips, psychologist and bestselling author
- Touré Roberts, bestselling author, entrepreneur, and faith leader; founder of ONE and The Called
- Dr. Joy Bradford, clinical psychologist and founder of Therapy for Black Girls
- [And more](#) to be announced

"Wells Fargo is excited to support Woman Evolve and its mission to champion and empower communities," says Gigi Dixon, head of External Engagement at Well Fargo. "Opportunities like these are vital for learning, connection, and innovation, and we're excited to offer pathways for growth along their business journeys."

Jakes Roberts and her husband Touré Roberts were recently appointed [co-senior pastors of The Potter's House in Dallas](#), Texas. The two have taken an active role in leading the transformative journey to serve communities across generations by building a multi-generational church through community, innovation and local and global outreach. Their vision is to create opportunities for connection, foster unity and meet societal needs with innovation and compassion. Woman Evolve highlights one of the ways they are executing this vision.

Touré Roberts is a bestselling author, entrepreneur, investor, and faith leader. He is the founder of ONE, a dynamic faith community in Los Angeles, and The Called—a global platform empowering purpose-driven leaders and innovators. He also serves as co-senior pastor of The Potter's House of Dallas.

As a *New York Times* bestselling author, speaker, prominent faith leader, author and philanthropist, Jakes Roberts focuses on spiritual growth, personal development and leadership. She encourages women to embrace freedom as an active and joyful journey toward purpose and authenticity, noting that true freedom is found in surrendering.

Media Credentials:

All members of the media—reporters, photographers, videographers, and crew—are required to have and display credentials to cover events within the conference. Media may request media credentials for Woman Evolve by filling out [this form](#). Applicants will be notified via email whether they are approved or declined for credentials. Information regarding where to pick up credentials, parking, facility access, interviews and other details will be sent once credentials have been approved.

About Woman Evolve

Founded by Sarah Jakes Roberts—*New York Times* bestselling author, businesswoman, appointed co-senior pastor of The Potter's House of Dallas—Woman Evolve equips women through spiritual and practical development with the tools necessary to evolve into the highest version of themselves. The organization helps women dream, grow and change the world. Woman Evolve is committed to creating community that empowers,

supports and lifts one another up as they climb toward collective evolution. The progression of one, is progression for all.