

FOR IMMEDIATE RELEASE

Local Contact: Kirstin Purcell

Handshake in Heels

Email: kpurcell@handshakeinheels.com

Phone: 571-422-8353

Website: www.Live2LeadFXBG.com

Live2Lead FXBG Brings Global Leadership Experience to Fredericksburg in February 2025

A transformative one-day event featuring world-class leadership content, community networking, and local impact.

Fredericksburg, VA — Live2Lead, the internationally recognized leadership event founded by **John C. Maxwell**, is coming to Fredericksburg for the first time as **Live2Lead FXBG**, a community-focused leadership experience hosted by Handshake in Heels. The event will take place on **February 10, 2026** at the **Fredericksburg Convention Center**, bringing together business leaders, entrepreneurs, nonprofit professionals, and growth-minded individuals from across the region.

Live2Lead is streamed to only 300 host sites worldwide and features world-class speakers, actionable leadership insights, and dynamic personal development content designed to inspire and equip attendees to lead with confidence.

“Our goal is simple: bring world-class leadership development right here to Fredericksburg while creating a space for genuine connection, collaboration, and community growth,” said *Kirstin Purcell*, founder of Handshake in Heels and one of the hosts of Live2Lead FXBG. “This event is for anyone who wants to grow—professionally, personally, and as a leader in our community.”

2026 Featured Speakers Include:

- **John C. Maxwell** – #1 leadership expert, bestselling author, founder of the Maxwell Leadership organization
- **Jesse Cole** – Founder of the Savannah Bananas and expert in fan engagement
- **Anthony Trucks** – Former NFL athlete and transformational identity coach
- **Craig Groeschel** – Senior Pastor, Best-selling author and leader
- **Vernon Green Jr.** – Speaker, veteran, business owner, community advocate and mentor
- **Kirstin Purcell** – Speaker, recruiter, talent expert, *Attract, Hire and Retain* top talent strategy
- **Jimmy Kingman** – Speaker, instructor of instructors, public safety veteran
- **Dori Stewart** – Podcaster, Marketer, Business Owner and Author of *Own the Block: Be the Brand Everyone Talks About*
- **Mike McClanahan** – Speaker, trainer, and coach on *Working with Complicated People*

Additional speakers announced soon.

Attendees will also participate in **live, local discussions, leadership applications, and networking opportunities** specifically tailored to the Fredericksburg business community.

Event Highlights

- Exclusive Live2Lead global content
 - Local networking with top business leaders
 - VIP experience with luncheon + private reception
 - Interactive leadership sessions curated for Fredericksburg's needs
 - Opportunities for sponsorship and business exposure
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Tickets and Sponsorship

Tickets are on sale now at **www.Live2LeadFXBG.com**.

Sponsorship opportunities are available for organizations looking to elevate their brand, support local leadership development, and engage with high-impact attendees. Packages include visibility on all marketing, social media, event collateral, and access to VIP experiences.

About Live2Lead FXBG

Live2Lead FXBG is co-hosted by Mike McClanahan and Kirstin Purcell. This event brings world-class leadership content to the Fredericksburg region with a mission to inspire, equip, and connect leaders across every industry.

About Live2Lead

Live2Lead is an annual leadership event developed by John C. Maxwell and the Maxwell Leadership team. The event brings the world's top thought leaders to audiences across the globe with practical strategies to grow personally and professionally.

For more information, visit **www.Live2LeadFXBG.com** or contact **Kirstin Purcell** **kpurcell@handshakeinheels.com**.