CowgirlRadio.com Hosts Virtual Pi Day Strike to Amplify Women?s Voices & Workers? Rights

March 12, 2025

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Online Event Encourages Rest, Music, and Solidarity with Women?s March National Strike

On Friday March 14, 2025, CowgirlRadio founder calls on music lovers, activists, and supporters of women?s rights to take a stand?by taking a break. In solidarity with Women?s March?s 3.14 National Strike, the independent radio platform is hosting a Virtual Beach Hangout, inviting people to unplug from work, reconnect with music, and engage in a day of fun and relaxation all to spark conversations about labor rights, equity, and the power of collective action.

?March has been a monumental month,? says Killen, founder of CowgirlRadio.com and a Blues & Americana musician & producer. ?We just celebrated International Women?s Day, and CowgirlRadio.com is marking its first anniversary. This event brings all of that together?a day to pause, reflect, and celebrate the power of independent voices.?

The 3.14 Pi Day Strike is an extension of a growing movement encouraging people to step away from unpaid labor and the constant demand for productivity. Instead of traditional activism or protest, Ben Killen and CowgirlRadio are making space for joy, music, and meaningful dialogue.

What is the Pi Day Strike

The March 14th National Strike is part of a broader effort led by Women?s March (online and on Instagram) to highlight issues surrounding wage inequality, labor rights, and systemic barriers that disproportionately affect women, marginalized communities, and independent workers.

Cowgirl Radio and founder Ben are amplifying this cause with a Virtual Beach Hangout, where participants can join live streams throughout the day, enjoy curated music, and take part in conversations about the

importance of rest as resistance.

How to Participate

? Join the Virtual Beach Hangout: Throughout the day, Ben plans to go live at key moments, on various platforms. But to make sure you don?t miss anything #MeetMeAtTheBeach else exclusively at https://swiy.co/BKPiDay25 for loads of fun, featuring music, discussions, and a virtual space to unwind.

? Vote in the Poll: To make sure the event fits into as many schedules as possible, participants can help decide the best times for live streams by voting in an Instagram poll.

? Step Back from Unpaid Labor: Whether it?s taking a break from work, logging off social media, or simply choosing rest, participants are encouraged to resist the pressure to always be ?on.?

? Engage & Share: The event?s goal is to spark conversation. Participants are encouraged to share their thoughts using #PiDayStrike and #MeetMeAtTheBeach to help spread awareness.

?This isn?t about guilt or pressure?it?s about choice,? says Killen. ?For one day, we?re making a choice to rest, recharge, and stand in solidarity with those who need it most.?
Why Music & Media Matter in This Movement

Cowgirl Radio was launched in March 2024 as a space for independent voices, artists, and activists. In just one year, it has grown into a thriving platform celebrating music, culture, and social change. The Pi Day Strike is a natural extension of its mission?bringing people together through music while advocating for fairness and justice. ?Music has always been a form of protest,? says Ben Killen. ?It?s how we connect, how we heal, and how we fight for a better future.?

The event highlights how labor issues intersect with creative industries, gig workers, and independent artists, many of whom face unfair wages, lack of job security, and pressure to produce without proper compensation. By stepping back for a day, CowgirlRadio.com is sending a message: Rest is not a luxury?it?s a right.

Press & Media Opportunities

Media outlets and content creators are invited to cover the event and join the conversation.

Opportunities include:

? Interviews with Ben, founder of CowgirlRadio.com and event organizer.

? Live coverage of the Virtual Beach Hangout, including audience reactions and engagement.

? Discussion on labor rights in the music industry and the role of independent media in activism.

About CowgirlRadio.com

CowgirlRadio.com is an independent internet radio station launched in March 2024, dedicated to amplifying authentic voices, showcasing independent artists, and creating a space where music meets activism. With a focus on Blues, Americana, and storytelling, CowgirlRadio.com brings together a community of music lovers, culture shapers, and changemakers.

Join the conversation online at CowgirlRadio.com and follow along on social media using #CowgirlRadio #PiDayStrike #MeetMeAtTheBeach.

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