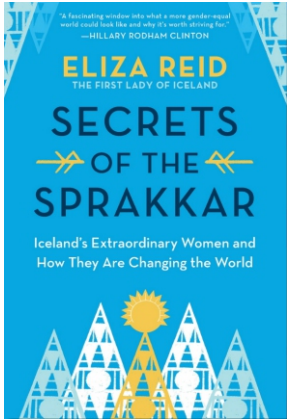


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The Canadian first lady of Iceland pens a book about why this tiny nation is leading the charge in gender equality, in the vein of *The Moment of Lift*.

Iceland is the best place on earth to be a woman—but why?

For the past twelve years, the World Economic Forum's Global Gender Gap Report has ranked Iceland number one on its list of countries closing the gap in equality between men and women. What is it about Iceland that enables its society to make such meaningful progress in this ongoing battle, from electing the world's first female president to passing

legislation specifically designed to help even the playing field at work and at home?

The answer is found in the country's *sprakkar*, an ancient Icelandic word meaning extraordinary or outstanding women.

What makes many women's experiences there so positive? And what can we learn about fairness to benefit our society

Eliza Reid is a journalist, editor, and cofounder of the annual Iceland Writers Retreat Iceland Writers Retreat. Eliza grew up on a hobby farm near Ottawa, Canada, and moved to Iceland in 2003, five years after winning a student raffle



for a date with the man who became her husband, Gudni Jóhannesson. When he took office as president of Iceland on August 1, 2016, Eliza became the country's First Lady. In that capacity, she has been active in promoting gender equality, entrepreneurship and innovation, tourism and sustainability, and the country's writers and rich literary heritage. Being the spouse of the head of state is an immense privilege, full of surreal and wonderful experiences. Eliza has been candid about the role, which is an unofficial position with no job description, penning a lauded op-ed in the *New York Times* and delivering a TEDx Talk on the topic. *Secrets of the Sprakkar* is her first book.