



Contact: Jennifer Gilbart
Working Mother magazine
845.664.3390
Jennifer.Gilbart@workingmother.com

**Working Mother Magazine and Advertising Women of New York (AWNY)
Unite to Honor the 2011 Advertising Working Mothers of the Year**

New York, NY (January 4, 2010)— According to a groundbreaking new study, “*What Moms Think: The Working Mother Report*,” moms who view their job as a “career” are more satisfied and feel more positive in every area of their lives. Just ask our 2011 Advertising Working Mothers of the Year – twenty inspiring career moms who are happily succeeding at home and at the office.

Working Mother magazine and Advertising Women of New York (AWNY) have partnered for the seventh annual announcement of the Advertising Working Mothers of the Year. The awards honor mothers in advertising, media and communications who succeed in balancing work and family, serve as positive role models and mentors, and distinguish themselves in their communities. Joan Sheridan LaBarge, Vice President/Group Publisher of Working Mother Media, made the announcement today.

“Each year we receive an incredible number of nominations for this award, which is a powerful testament to the number of talented moms who work in the ad industry,” said Sheridan LaBarge. “The 2011 Advertising Working Mothers of the Year are an amazing group of women who serve as an inspiration to working moms everywhere. We are proud and excited to honor them.”

Twenty winners were named in three different categories: Established Moms, New-to-Motherhood Moms and Trailblazer Moms. The winners were selected by the editors of *Working Mother* magazine based on their success at balancing work and life, strength as role models and mentors in the workplace, and positive influence within their communities.

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The 2011 Advertising Working Mothers of the Year Award Recipients

Established Moms – Women who are experts at balancing work and family

- Karen Finelli: Senior Vice President/Integrated Planning Director, Zenith Media
- Elizabeth Herbst-Brady: President, MAGNAGLOBAL
- Beth Hirschhorn: Chief Marketing Officer, MetLife
- Sandra Howard: Director of Advertising, Southwest Airlines
- Annis Lyles: Vice President, Connections Planning and Investment, Coca-Cola North America
- Marisa Thalberg: Vice President, Corporate Digital Marketing for The Estee Lauder Companies Inc.
- Kelly Twohig: Executive Vice President/Managing Director, Digital, Starcom USA
- Jane Wadler: Senior Vice President of Marketing at Amerifit Brands, a wholly-owned subsidiary of Martek Bioscience Corp.
- Jan Weinstein: Senior Vice President, Group Account Director, Carat
- Joanne Zaiac: President, Digitas New York, Stamford and Atlanta

New-to-Motherhood - Women to watch as they continue to excel in the workplace and at home

- Dani Benowitz: Executive Vice President, National Broadcast at Universal McCann and Executive Vice President, Chief Investment Officer at J3
- Rebecca Erlich: Vice President, Media Director, Spark Communications
- Jennifer Hageney: Managing Director, MEC Access
- Jennifer Murillo: Director of Advertising, Discover Financial Services
- Pam Zucker: President, Strategy and Innovation, MediaVest USA

Trailblazer Moms - Pioneers who are paving the way for future working mothers

- Elissa Goldman: General Manager/Executive Vice President/Director of Broadcast Investments, Ingenuity Media Group at The Martin Agency
- Arlene Manos: President, National Advertising Sales, Rainbow Advertising Sales Corporation
- Donna Pedro: Chief Diversity and Inclusion Officer, Ogilvy & Mather North America
- Mary Schiemel: Senior Vice President, Director of Local Broadcast, Targetcast
- Sharon Sennefelder: Associate Print Director, Horizon Media

The 2011 Advertising Working Mothers of the Year will be celebrated at an awards luncheon on Thursday, February 17, 2011, at the Marriott Marquis Hotel in New York City. For more information on the award or to RSVP for the luncheon, please visit www.awny.org/eventscalendar.html or call 212-221-7969.

About AWNY

Advertising Women of New York (AWNY) is a professional organization for women and men in the advertising/communications industry. It was founded in 1912 and throughout its history, the mission has remained constant: To provide a forum for personal and professional growth; to serve as a catalyst for the advancement of women in the communication field; to promote and support philanthropic endeavors through the AWNY Foundation. AWNY's membership now stands at 1,300+. The organization holds 35 events per year. Each program seeks to enhance career skills and illuminate current industry trends and strategies. Many programs attract top-ranking media personalities as key-note speakers.

About Working Mother Media

Working Mother magazine reaches 2 million readers and is the only national magazine for career-committed mothers; WorkingMother.com (<http://www.workingmother.com>) brings to the Web home and career information, advice and a broad range of solutions daily. 2010 marks 25 years of Working Mother's signature research initiative, Working Mother 100 Best Companies, the most important benchmark for work-life practices in corporate America. Working Mother Media, a division of Bonnier Corp. (<http://www.bonnier.com>), includes the National Association for Female Executives and Entrepreneurs (NAFE, <http://www.nafe.com>), Diversity Best Practices (<http://www.diversitybestpractices.com>), and the Working Mother Research Institute <http://www.workingmother.com/BestCompanies/research/2010/10/working-mother-media-research-institute> Working Mother Media's mission is to serve as a champion of culture change.

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