



NEW TV TALK SHOW PRESS RELEASE

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TV PILOT INSPIRES, EDUCATES AND EMPOWERS WOMEN

Essex County, NJ, December 2009 - Inspire, inform, educate and empower are the keywords for the new TV talk show entitled Because We Are Women - Celebrating Possibilities, offering engaging stories from extraordinary, ordinary women about life's journey and the "how-to" of achieving personal success.

Produced by former New Jersey Business TV host, Marlene J. Waldock of 1st Impression Communications, Academy Award nominated producer/director, Corinna Sager of Lifestyle International, and Figure 5 Productions President Mariana Pagliere, and Vice President Jilayne Murty, the show also addresses how to manage the emotional rollercoaster that can impede ones ability to move forward.

"Women often struggle with being true to themselves and pursuing their dreams," says Waldock, founder of Because We Are Women. "And, although not every woman can gain fame or national recognition, every woman can live a more fulfilled life. It's never too late! Sometimes you just a little inspiration and encouragement."

BECAUSE WE ARE WOMEN[®] - Celebrating Possibilities, an empowering experience that energizes, inspires, and supports personal growth, life achievement, and internal fulfillment, was founded in 2004 as a one day symposium. Based on the successful conferences held over the past 5 years, the talk show will target professional women who are stuck or looking to advance their lives and need a fresh perspective and impetus.

“I wanted to produce this show because it is unique and relevant to many women,” says Sager. “We focus on “real” women who succeeded through struggles that will resonate with our focus audience and give them ideas to take away and act on. Another unique feature is that we invite audience members with specific interests in a topic to become part of our “Inner Circle,” which gives them the opportunity to ask questions of our guests. So its not only an inspiring but also a very participatory talk show.”

BWAW will attract an audience of educated, married women between the ages of 36 and 65+, with family incomes of \$100k to \$200K and above. Professionally, these are women business owners and women from Corporate America, and are equally represented. *(Actual statistics from 4 of the 5 annual BWAW events are included.)*

The “Inner Circle” audience is comprised of five to nine women who were specifically selected because of their interest in the shows topic. The “Inner Circle” will have an opportunity to interact with the guests by asking questions unique to their own situations. *(A list of the Inner Circle guests is attached.)*

Guests for the pilot shoot, filmed in late November, are Four-time Olympian Joetta Clark Diggs, the founder of New Jersey’s Largest Women Owned Business, Diane Turton of Diane Turton Realtors, and Magazine Publisher and TV Fashion Stylist Gina LaMorte. In 2008, LaMorte launched award winning BOHO magazine, the #1 eco-fashion and lifestyle magazine that can be found in Whole Foods, Barnes and Nobel and more. Each of these women shared their stories of how they achieved success by overcoming roadblocks and difficult situations, while managing the emotional ups and downs.

The production of this TV show is part of the BWAW vision to take this initiative to a national audience. Waldock, Sager, and Figure 5 Productions will begin pitching the show to national networks in January of 2010. In addition to the TV show, Because We Are Women - Celebrating Possibilities will have an interactive website featuring all the shows, a blog section, expert section, and more.

For information about BWAW call 973-498-0046 or visit www.becausewearewomen.com.

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NEW TV TALK SHOW PRESS RELEASE – Page 3

INNER CIRCLE GUESTS

Karen Abarbanel, Montclair, NJ - Author Birthing the Elephant - kmja_w@hotmail.com

Josephine OBrien, Nutley, NJ – Business Consultant – Josephine_obrien@consultant.com

Rhonda Bassat-Rivera, West Orange, NJ – Bride Ideas - rhonda@brideideasnj.com

Lathea Morris, Montclair NJ – The Credit Alternative - Lathea@TheCreditAlternative.com

Lynda Koch, Monmouth County – New Jersey Savvy Living - LyndaKoch@aol.com

Dr. Barbra Gibbons, Parsippany, NJ – Gibbons Holistic Ctr- gibbonsholistic@verizon.net

Marjorie Perry, Newark, NJ – MZM Construction - MPerry@mzmcc.com

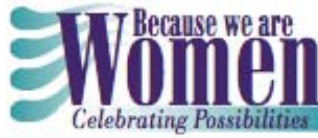
Nancy D'Ascensio – Lincoln Part, NJ – Chicago Title - nancy.d'ascensio@ctt.com

Show Guests

Joetta Clark Diggs – Joetta Sports & Beyond - joettaevents@yahoo.com

Diane Turton – Diane Turton Realtors - dturton@dianeturton.com

Gina LaMorte – BoHo Magazine – gina@boho.com



DEMOGRAPHIC INFORMATION - Four Event Average						
	Single	Married	Divorced	Widowed		
<i>Marital Status</i>	16%	65%	17%	6%		
	Under 20	21-35	36-50	51-65	65+	
<i>Age Range</i>	0%	9%	54%	33%	6%	
	Under \$50K	\$5K-100K	\$101K-200K	\$201K-300K	\$301K-500K+	500K+
<i>Annual Household Income</i>	12%	25%	50%	8%	10%	1
	H/S Diploma	Associates	Bachelors	Masters	Doctorate	
<i>Education</i>	12%	13%	41%	21%	10%	
	Homemaker	P/T Employment	F/T Employment	Self-Employed	Executive	
<i>*Career Status</i>	4%	7%	33%	48%	18%	
<i>*Some people checked more than one box.</i>						

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