



## **FOR IMMEDIATE RELEASE**

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### **Former PainePR Managing Partner Unveils Girlpower, LLC** *Boutique Firm Specializes in Marketing to Women*

**NEWPORT BEACH, Calif. (January 6, 2007)** – Linda Landers, long-time Managing Partner with PainePR, today announced her departure and the launch of Girlpower\* ([www.girlpowermarketing.com](http://www.girlpowermarketing.com)), a boutique marketing and communications firm that specializes in helping clients tap the \$5 trillion women's market by building stronger brand relationships with women at their various life stages.

“As a baby boomer, mother and working professional, I understand that ‘one size doesn't fit all’ when marketing to women,” Landers noted. “I'm not the typical empty-nest baby boomer, and there are millions more women who are not living their lives in the traditional linear fashion of previous generations. It's important that marketers are aware of a woman's life stage as well as her biological age in order to position their product in a meaningful way. Our goal at Girlpower is to provide clients with insights and strategies that will help them get women to experience and remain loyal to their brands.”

The new consultancy will provide a broad spectrum of PR and marketing communications services, including strategic planning and brand positioning, influencer marketing, new product launches, marketing-to-women counsel, media relations, media and presentation training, special events and promotions, Web site audits/content development, strategic alliances, and marketing collateral.

Landers has spent the past 15 years at PainePR's corporate headquarters in Irvine, CA, where she co-chaired the agency's women's practice and developed award-winning programs for a variety of consumer products, including several Procter & Gamble brands (Ivory Soap, Metamucil, Fibersure, Zest, Pert, Old Spice), as well as Hilton Hotels, Hoover, United Airlines, BabyFirstTV, American Suzuki Motor Corporation, Polaroid, Kashi, Miller Brewing, Taco Bell and Buena Vista Television. Specific projects under her direction included the of *Shuttle by United* and the international delivery of the first Boeing 777 to United Airlines, the introduction of the Suzuki Aerio,

Ivory Soap's "*Search For the Next Ivory Baby*", the national launch of the BabyFirstTV cable channel, and the "*Honey I Shrunk the Kids*" television series premiere.

Prior to joining PainePR, Linda worked at Burson-Marsteller where she managed the Olympic U.S. Swim and Ski Team corporate sponsorships. In addition, she has deep experience in the tourism and hospitality industries, having worked with Four Seasons Hotels & Resorts, Disney Resorts, Hyatt and the Los Angeles Visitors & Convention Bureau.

Landers is a member of the Public Relations Society of America (PRSA) and a recipient of numerous national and regional industry awards, including the Silver Anvil, Bronze Anvil, Gold Quill, CIPRA, Prisms and Protos Awards.

For more information on Girlpower\*, contact Linda at [linda@girlpowermarketing.com](mailto:linda@girlpowermarketing.com) or call (949) 459-1416.

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