



## Press Release

### **Sixth Year Marked With New Web Site and Memberships for Atlanta Chapter of Women in Sports and Events**

#### ***World Cup Soccer Celebrated at Anniversary Luncheon on April 13***

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**ATLANTA, Ga. (March 1, 2010)** – The Atlanta Chapter of Women in Sports and Events (WISE Atlanta) celebrates its sixth year in 2010, unveiling a new web site, [www.wiseatlanta.org](http://www.wiseatlanta.org), to promote the organization and upcoming events. WISE Atlanta, one of the fastest growing chapters in the country for the national professional organization, expects to surpass the 100-member mark on April 13 at its Anniversary Luncheon, featuring Major League Soccer Executive Vice President Kathy Carter as the keynote speaker.

“We are proud to have been one of the first local chapters for WISE, beginning with 20 members in 2004. Along with strength in numbers, we continue to strengthen our member benefits, such as diversified networking opportunities, expanded online forums and a focus with the national Mentoring Program,” said Kristi Atkins, chapter president, and founder of a|i|m Marketing Solutions in Atlanta, Ga.

New for 2010 will be a special Collegiate membership for full-time students (\$65 for one year), focused on helping future leaders build networking opportunities and resources. Professional memberships are \$100 per person and Corporate memberships are \$500 for up to six members of one organization. The Atlanta Chapter is proud to have members from all facets of the sports and events industry, from the corporate, agency, team, venue, collegiate, media and entrepreneurial sides of the sports and events industry.

WISE Atlanta anticipates expanding the local events calendar from bi-monthly activities to 8-10 events each year. The chapter’s annual celebration will be the Anniversary Luncheon on Tuesday, April 13. With the FIFA World Cup beginning 68 days after this luncheon, WISE members and guests will enjoy remarks from special guest speaker Kathy Carter, Executive Vice President of Soccer United Marketing, which oversees sales and servicing for Major League Soccer. She was also honored as a 2009 WISE Woman of the Year. Details about this and other chapter events will be available on the new web site, [www.wiseatlanta.org](http://www.wiseatlanta.org).

#### **Spring 2010 Events:**

**Wednesday, March 10**, 5:30 pm-8:00 pm – The Business of Sports Networking Event. organized by ING, Octagon and WISE. Meehan’s in Sandy Springs. Free.

**Tuesday, April 13**, 11:30 am – 1:30 pm – Annual WISE Atlanta Anniversary Luncheon. 103 West in Buckhead. Luncheon featuring guest speaker Kathy Carter, EVP Soccer United Marketing. Registration- \$30 members; \$40 nonmembers prior to April 1.

#### **ABOUT WISE and WISE Atlanta**

Women in Sports & Events (WISE) is the only professional national organization to support women in sports and events that provides a community for shared experiences. WISE Atlanta creates connections and

benefits to build relationships that encourage and promote professionals in our industries. As the only organization of its kind, WISE Atlanta provides a voice to and perspective on the sports and events industries. Since 2004, WISE Atlanta has connected senior, influential women. Today, WISE Atlanta is one of the fastest growing chapters in the country with nearly 100 members from the corporate, agency, team, venue, collegiate, media and entrepreneurial sides of sports and events. Nationally headquartered in New York City, WISE was founded in 1993 and currently has nearly 1,000 members in seven chapters across the country, including Atlanta, Chicago, Cleveland, Los Angeles, New York, San Francisco/Bay Area and Washington DC. More information about WISE Atlanta, including information on membership and sponsorship, can be found online at [www.wisatlanta.org](http://www.wisatlanta.org); more information on national WISE can be found online at [www.wiseworks.org](http://www.wiseworks.org).

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