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For Immediate Release

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## **The Aspire Foundation's "Crazy Ones" Campaign Is Shortlisted for a Women in Marketing Award**

The Aspire Foundation's "Crazy Ones" marketing campaign has been shortlisted for a Women in Marketing Award in the category of "Best Female Marketer, Not-for-Profit Campaign" from The Chartered Institute of Marketing. These awards celebrate excellence in marketing by women, and by men marketing towards women, in the Greater London region.

"I was delighted to hear the news," said Dr. Samantha Collins, Founder of The Aspire Foundation. "The success of this campaign is due to my entire team at The Foundation. This work is so close to all of our hearts; we are thankful to be able to work everyday for the advancement of women and girls all over the world."

The Aspire Foundation harnesses a new generation of business leaders' ambition to make a difference through an innovative, charitable mentoring program with the goal of having a positive impact on one million women and girls by 2015. The Foundation's marketing campaign takes its name from a video created specially for it which reinvents a television advertisement created by Apple. It does this by replacing the male "crazy ones" in the ad with females. To view the ad, visit The Aspire Foundation's You Tube channel at: [www.youtube.com/user/aspirefoundation](http://www.youtube.com/user/aspirefoundation)

“The essence of the Women in Marketing event series is to educate, inspire, network and have fun. After five years of annual events, the Women in Marketing Awards seem the next logical step and it also coincides with the 100th year of International Women’s Day,” said Event Organiser Ade Onilude. “These awards are prestigious recognitions for the excellent work that is created within your industry. And winning such an award in its first year of running would be an extra special accolade!”

The awards are sponsored by Swarovski, the world’s leading producer of cut crystal, genuine gemstones and created stones, and KevinAllenPartners, Growth Agents, transforming the way companies grow. The award winners will be announced on the 3<sup>rd</sup> of November at a ceremony at the May Fair Hotel in London.

#### **About Dr. Samantha Collins**

Dr. Samantha Collins is the Founder and CEO of Aspire, an award-winning coaching and leadership development company for women around the world. Samantha inspires and empowers women at conferences and events to create their visions, live their passions and make a difference to themselves, their careers, their communities and the world at large.

Samantha was named One of the Top Ten Coaches by the *Independent on Sunday* and the Association for Coaching. She was also named one of the Top 200 Women to Impact Business & Industry by HM The Queen of England and was the recent winner of ‘Leader in the Workplace’ from Ogunte’s The Women’s Social Leadership Award 2010. She has contributed to *The Financial Times*, *CNN*, *The Times* and the *BBC Global Business Report*. Her PhD thesis examined the future world of work for women and she is the author of a soon-to-be published book, *Go MAD – Women Leaders Making a Difference*.

Samantha is passionate about making a difference for women both in and outside of the boardroom which is why she started The Aspire Foundation. For more information, visit: [www.theaspirefoundation.org](http://www.theaspirefoundation.org)

For more information on Aspire, visit: [www.aspirecompanies.com](http://www.aspirecompanies.com) or call, from the UK: 44(0) 207 556 1018; from the US: (001) 212 504 8255.