

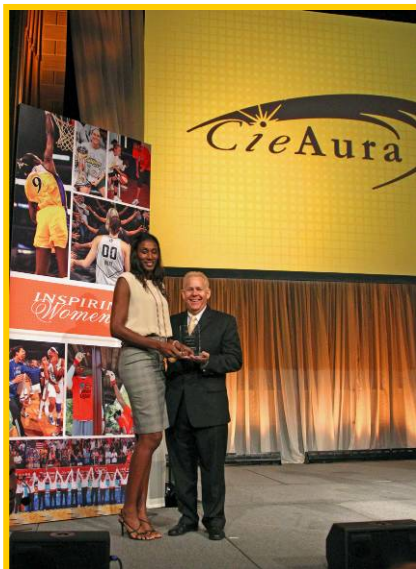
# INSPIRING Women

The sixth annual WNBA Inspiring Women Luncheon on May 24<sup>th</sup> awarded the 2011 WNBA Inspiration Award to Katie Couric, the first solo female evening news anchor and author of *The Best Advice I Ever Got: Lessons from Extraordinary Lives*.



In addition to the Inspiration Award, three special award presentations took place during the luncheon.

WNBA Legend, Lisa Leslie received the CieAura Pioneer Award, which recognized a leader who paved the way and served as a role model on the court and in the community while overcoming adversity and inspiring others. Bacardi U.S.A and the WNBA, in collaboration with the Thurgood Marshall College Fund and the Hispanic Scholarship Fund, awarded two \$15,000 scholarships to two young women from the tri-state area. The BBVA Leader of Tomorrow Award honored New York Cares and volunteer Tonya Ingram for their commitment to the community and their unique approach to hands-on service.



# INSPIRING Women

## Programming Highlights:

- Luncheon hosted by Cindy Brunson, *ESPN SportsCenter*, Weekend Edition Co-Anchor
- 4 students from The Young Women's Leadership School of Brooklyn YWL Kids shared the best advice they received in the spirit of Katie Couric's book, *The Best Advice I Ever Got: Lessons from Extraordinary Lives*.



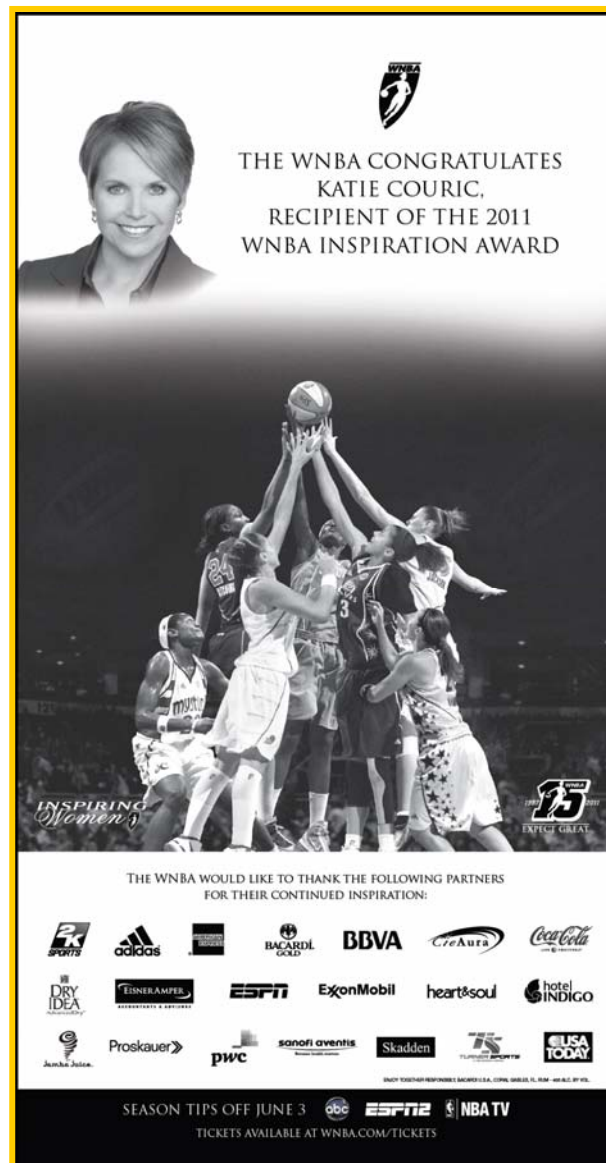
## Press Coverage:

Associated Press, USA Today, SI.com, Washington Post, New York Daily News, Sports Business Daily, Hartford Courant, PEOPLE.com, Yahoo Sports and NBC Sports,

# INSPIRING Women

## Congratulatory Ad:




Full page B&W ad ran in USA Today – Sports Section on 5/24 to thank our partners and honoree for their participation in the 2011 WNBA Inspiring Women Luncheon.



THE WNBA CONGRATULATES  
KATIE COURIC,  
RECIPIENT OF THE 2011  
WNBA INSPIRATION AWARD

THE WNBA WOULD LIKE TO THANK THE FOLLOWING PARTNERS  
FOR THEIR CONTINUED INSPIRATION:

2K Sports adidas American Express BACARDI GOLD BBVA CieAura Coca-Cola  
DRY IDEA EISNERAMPER ESPN ExxonMobil heart&soul hotel INDIGO  
Jamba Juice Proskauer PwC sanofi-aventis Skadden TURNER SPORTS USA TODAY

SEASON TIPS OFF JUNE 3     
TICKETS AVAILABLE AT WNBA.COM/TICKETS

## Gold Partners

2K Sports, American Express, Bacardi, BBVA, CieAura, Coca-Cola, Dry Idea, Hotel Indigo Haworth, Meredith and USA Today

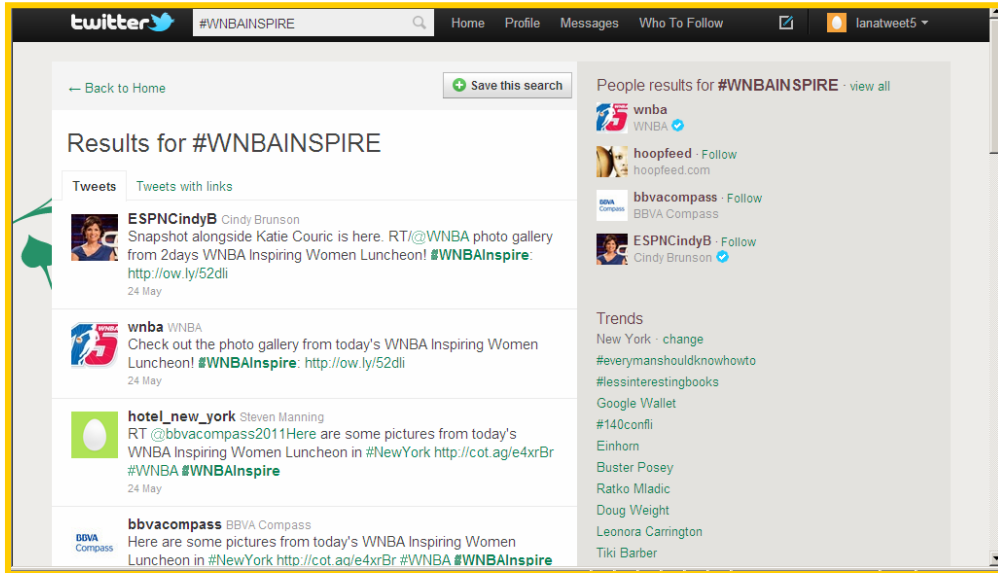
## Silver Partners:

adidas, Eisner, ESPN, Exxon Mobil, Heart & Soul, Jamba Juice, Proskauer, PriceWaterHouse Coopers, sanofi-aventis, Skadden and Turner Sports



## Social Media Coverage:

### Twitter



### Facebook

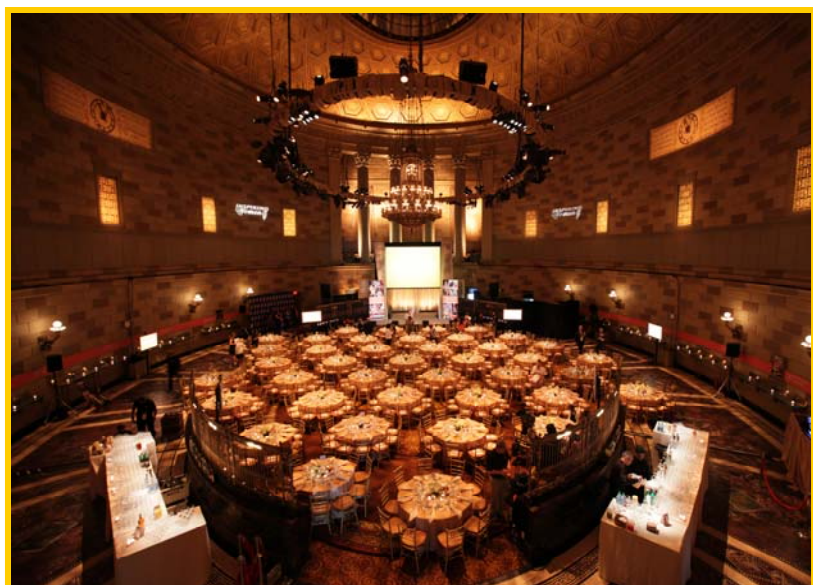


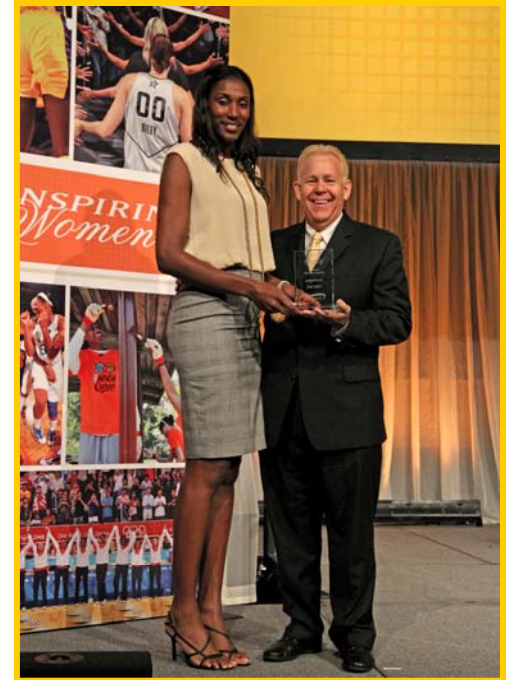


## Gift Bag:

Each guest received a WNBA gift bag courtesy of the WNBA and the Inspiring Women partners. Gift bags items included the following:

- CieAura band and CX2 patch
- Jamba Juice tumblers
- Perfumania perfume samples
- Dry Idea Samples
- Loreal Age Perfect Hydra Nutrition
- PWC Coffee Mugs
- WNBAStore.com \$10 Gift cards
- BBVA Pens
- Hotel Indigo Discount Coupons
- Coke Pins and Brochures
- Mission Skin Care Moisturizer, Hand Lotion, Body Lotion and Lip Balm
- Katie Couric's Book
- New York Liberty promotional flyer
- Lancome Hypnose Drama Waterproof Mascara
- Growums mini personal plants





The CieAura Pioneer award opened the Inspiring Luncheon programming, honoring one of the greatest WNBA stars of all-time, Lisa Leslie, for her work trailblazing the way for young women to pursue careers in sports.

CieAura founder and CEO, Ken Rasner, presented the CieAura Pioneer Award to Lisa during the Luncheon. The presentation highlighted CieAura's relationship with a WNBA founding player, three-time WNBA MVP, two-time WNBA champion and eight-time WNBA All-Star. As one of the WNBA's most notable legends and a CieAura proponent, Lisa spoke to the power of the WNBA and CieAura products.






The WNBA Inspiring Women Luncheon Program featured a full page CieAura advertisement, promoting their WNBA and NBA bands that will be available during the 2011 WNBA Season. The program also contained a full page feature on the CieAura Pioneer Award and the accomplishments of Lisa Leslie's basketball career.



**CIEAURA PIONEER AWARD**



The CieAura Pioneer Award is presented to a true leader and game-changer who has paved the way and served as a role model on the court and in the community; who has moved women's basketball forward; and who has overcome adversity and inspired others to follow in her footsteps. We are proud to present the CieAura Pioneer Award to WNBA Legend Lisa Leslie.

Leslie played in the WNBA's inaugural season in 1997. She is a centerpiece on the WNBA All-Decade Team, a three-time league MVP, a three-time All-Star MVP, a four-time Olympic gold medalist, and the first WNBA player to tally 5,000 career points. She was the first player to dunk in a woman's professional basketball game and the only WNBA player to win the WNBA MVP, All-Star Game MVP, and Finals MVP in one season. Leslie is also a fashion model, an aspiring actress, and a spokeswoman for Vaccines for Teens, a national campaign designed to educate teens and their parents about the importance of vaccination.

CieAura is proud to partner with Lisa Leslie and congratulates her on a successful WNBA career.

CieAura incorporated three of their NBA / WNBA endorsers into the program ad:

- Lisa Leslie – WNBA Legend
- Rudy Tomjanovich – NBA Legend and NBA Champion (as coach)
- Elvin Hayes – NBA Legend and NBA Champion (as player)

CieAura received 20 pre-reception passes and two 10-person tables for their guests at the Inspiring Women Luncheon. The executive team, player endorsers and top sales associates attended the Inspiring Women Luncheon on behalf of CieAura.

