

PRESS RELEASE

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She Says celebrates third birthday on Thursday 30th April LBi co-sponsors global community supporting 1,500 women in the digital industry

She Says, the community supporting and mentoring females in the digital industry is celebrating its third birthday this week. The She Says membership has grown to 1,500 women globally and was set up by Laura Jordan Bambach, Executive Creative Director of LBi and Alessandra Lariu from McCann NYC to encourage more women to take up digital creative careers. The event will take place on Thursday 30th April at the Ruby Blue Bar in Leicester Square and to help She Says celebrate men are encouraged to come along. You can find details at shesay.org.uk.

The event is being sponsored by Getty Images who is a She Says partner, Purple and LBi who are only sponsoring this event. Guest speakers are Jo Hagger, MD of Glue London and Eliza Williams, a leading journalist from Creative Review and Amelia Torode, Managing Partner and Head of Strategy and Innovation for VCCP. All will be battling it out in a "Whose line is it anyway?" debate, fighting out industry topics such as can digital agencies really do creative? Can traditional agencies do digital well and what does it mean to be a lead creative agency?

Running now in London, NYC, LA and San Francisco, She Says runs free monthly events, and a mentoring scheme "Who's Your Momma". Each month's event has a different theme relevant to the digital, creative and advertising industries.

She Says was set up in March 2007 by two female Creative Directors (Laura Jordan Bambach from LBi London and Alessandra Lariu from McCann NYC) who noticed that there weren't many women applying for roles in digital at their agencies. So they decided to get together and try to change things: share ideas, mentor others, encourage more women to enter digital, provide visibility for senior digital women and to generally have a laugh over wine & cheese. We have over 1,500 members worldwide.

www.shesays.org.uk

Where it will be held?
Ruby blue Bar
Leicester Place,

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About LBi:

LBi is a global digital marketing and technology agency, blending insight, creativity and expertise to solve business problems. The largest genuinely full service agency of its kind in Europe, LBi provides the full range of digital capabilities, including digital strategy, branded content, service design, media, CRM, technology, managed hosting and support services. The Company employs over 1,500 professionals located primarily in the major European, American and Asian business centers; such as Amsterdam, Atlanta, Berlin, Brussels, London, Milan, Mumbai, New York, Paris and Stockholm. LBi is listed on Nasdaq OMX in Stockholm and NYSE Euronext in Amsterdam (symbol: LBI).

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