



motion marketing & media

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FOR IMMEDIATE RELEASE

Tiffany Dowling
Recognized for Leadership
by Lansing Regional
Chamber of Commerce

*Dowling Honored with
Prestigious ATHENA Award*



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LANSING-----Courage. Advocacy. Service. These are some of the traits honored and celebrated by the ATHENA Award, given annually by the Lansing Regional Chamber of Commerce to celebrate the contributions of a local leader in business. This year, that woman is Tiffany Dowling.

“I’ve been very blessed to have the opportunities and experiences I’ve had. It’s our responsibility as women to look out for our sisters and ensure their success as much as our own,” Dowling said.

Dowling is the president and chief conversation starter of Motion Marketing & Media (M3), a Lansing-based full service marketing agency that she founded in 2002. As the agency has grown, she branched out to also publish *Capital Area Women’s LifeStyle Magazine*, dedicated to celebrating local women and is distributed throughout Clinton, Eaton and Ingham counties since December 2007. In 2009, Dowling started a weekly talk show, *In Her Shoes with Tiffany Dowling and Shelley Davis Mielock*, which focuses on platforms that matter to women.

More importantly, Dowling uses these outlets as a tool to give back to the community and support other professional women. M3 gives more than 1,000 hours of pro bono marketing and public relations to nonprofit organizations each year. Current and past organizations benefitted by these efforts include the March of Dimes, the Women’s Center of Greater Lansing and Shared Pregnancy Women’s Center.

ATHENA International was founded in the 1980s by then-Lansing Regional Chamber of Commerce board member Martha Mertz to honor and support women business leaders, whom she felt were unrecognized for their contributions at the time. Since that time, the organization has expanded internationally. The ATHENA Award was first given in 1982 and honors one woman each year for community service and active assistance to women in attaining professional excellence and leadership. The ATHENA leadership model tenets include: authentic self, relationships, giving back, collaboration, courageous acts, learning, fierce advocacy, celebration and joy. Previous winners have included U.S. Sen. Debbie Stabenow (1990), State Representative Joan Bauer (1996), MSU president Lou Anna K. Simon (2004) and WLNS news anchor Sheri Jones (2006). To learn more, visit www.athenainternational.org.

To learn more about Dowling and her accomplishments, visit www.m3group.biz, www.cawlm.com and www.inhershoesradio.com.

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