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**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**Professional Women Photographers'  
Presents: PWP - New Brand Identity  
<http://www.pwponline.org>  
May 20, 2009**

On May 20 President Maddi Ring officially announces the new brand identity of Professional Women Photographers. Pamela Greene, Photographer and Director of Development for PWP, spearheaded the task of PWP's new mark and logo specified in Professional Women Photographers' Strategic Plan that included reaffirming the presence of PWP in the photographic world. Along with a team of Directors, Pat Yancovitz, Patricia Gilman, and Jackie Neale Chadwick, Pamela orchestrated an inspirational visual study with designer, Tobias Ottahal and Mindy Lang of Cooper Union to reflect PWP's mission statement and goals as an organization.

A key outgrowth of this new brand identity is the redesigned and much improved web site. Jackie Neale Chadwick led that effort and the site is expected to come live for members and the public on May 20 as well, to coincide with this announcement.

The result was a logo and brand identity that is not only dynamic but also hits the mark in expressing the organization's purpose and the talents of it's members. This new brand identity and logo represent a highly visible and easily identifiable mark within the photographic community.

The new logo as the new foundation for PWP Brand Identity will be the identifying mark on:

- PWP Brochure(s)
- Stationery
- Press Releases
- Exhibition and Special Event Invitations
- Business Cards
- PWP Publication
- Our Web Site

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Professional  
Women  
Photographers

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PWP's mission is the advancement of women photographers through the creation a dynamic and supportive environment while promoting public interest in photography. As the premier women's photographic organization, our members create a collegial, proactive and professional culture that respects and inspires women's photographic vision.