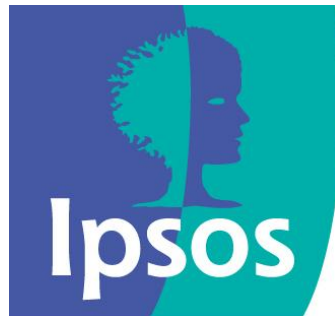


# The Ipsos Girls' Lounge Brings 'Confidence Is Beautiful' Bus to Oprah's 'The Life You Want Weekend'

*Lounge To Celebrate Confidence Among Women  
at Prominent Industry Gatherings*

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## **The Ipsos Girls' Lounge Brings 'Confidence Is Beautiful' Bus to Oprah's 'The Life You Want Weekend'**

*Lounge To Celebrate Confidence Among Women at Prominent Industry Gatherings*

**New York, NY** – The Ipsos Girls' Lounge is taking their show on the road for a series of engaging activations across the East Coast. The Lounge, a popular destination for women to connect and collaborate during high profile industry events, will be hosting a variety of activities at the marketing and advertising community's biggest gatherings. Embarking on a national tour with the 'Confidence is Beautiful' bus, it will be headed first to Newark, NJ for Oprah's 'The Life You Want Weekend', followed by Advertising Week in New York City.

Created by Shelley Zalis, CEO of Ipsos OTX, The Girls' Lounge is a one-of-a-kind space for women in marketing, advertising, research, media, and technology to connect, network, and enjoy the company of friends in a girls-only environment.

The Ipsos Girls' Lounge 'Confidence is Beautiful' bus will be a featured activation on Oprah's 'The Life You Want Weekend' in Newark from September 26 to 27. The bus will host a number of activities aimed at inspiring confidence and celebrating equal opportunity for women, including: work/life styling sessions, an interactive doodle board, meditation, and a custom selfie station. Following this stop, the bus will appear at Advertising Week, outside of The Times Center, the premier location for all keynote sessions, from September 29 to October 2.

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“We started the Girls’ Lounge as a small slumber party at CES in 2013, and in the course of a year it has carved out a reputation for energizing confidence and igniting the sparks that will drive real change in women,” says Zalis. “And this year, we’re taking it to a whole new level with a range of lively and engaging activities that will bring together some of the best minds in the industry.”

Also during the conference, the Lounge will host a ‘My SHERO Dinner’ for 200 female industry professionals. Throughout the night, women will celebrate their SHEROs, mentors and female colleagues who have inspired them. The evening will include a number of entertainment activities for guests, such as styling closets, SHERO toasts, as well as a live musical performance. The dinner will be held on Tuesday, September 30 at Stella 34 Trattoria in New York.

Additionally, Shelley Zalis will be on Arianna Huffington’s panel, [“Thrive with Arianna Huffington.”](#) She will be in conversation with Zalis, along with several other experts and executives, exploring the topic of how women can redefine corporate success and lead lives that are more sustainable and fulfilling. The panel will be held on Wednesday, October 1 at the Times Center Stage in New York.

Visit this page for more information on the Ipsos Girls’ Lounge events: <http://www.ipsos-na.com/knowledge-ideas/events/advertising-week-2014-ipsos-girls-lounge.aspx>



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