



## News Release

For more information, contact:

Glynnis Woolridge  
Salt & Light Enterprises  
877-837-8909  
saltandlightpr@gmail.com

### **SISTAFRIENDZ CEO TOYA BEASLEY'S NEW STELLAR AWARDS WEEKEND EVENT CELEBRATES GOSPEL'S "BEHIND-THE-SCENES" FEMALE PROFESSIONALS**

The SistaFriendz Stellar Women of Gospel™ Award Honors Outstanding Achievement  
by Women in the Gospel Music Industry

**PARLIN, New Jersey, January 2, 2013** – It takes more than soul-stirring songs from today's leading artists to carry the music and message of the Gospel to the masses, so a new Stellar Awards weekend event is casting a long overdue light on exceptional women who are un-sung heroes in the Gospel Music industry.

On Saturday, January 19, 2013, at 9:00 a.m., SistaFriendz™ will hold its 1<sup>st</sup> Annual SistaFriendz Stellar Women of Gospel™ Awards. This invitation only event will take place at the legendary Gaylord Springs Clubhouse and Pavilion in Nashville, Tennessee. Hosted by Toya Beasley, media personality, consultant and CEO of SistaFriendz, this unique event celebrates the contributions of female professionals who work "behind-the-scenes" for the benefit of Gospel Music artists and the industry as a whole.

"While Gospel artists enjoy incredible exposure and success, there is a side of the music industry that fans rarely see – the many people in executive, decision-making and critical support roles who help make it all possible," explains Ms. Beasley. "Many people don't realize that it takes dozens of professionals to put just one album in the hands of a consumer; we are excited to acknowledge and celebrate the women who may be out of public view but work tirelessly nonetheless to help artists bring Gospel Music to the world."

(more)

The inaugural SistaFriendz Stellar Women of Gospel honorees are: Catherine Brewton, BMI Vice President of Writer/Publisher Relations; Dianna Hobbs, President and CEO of EEW Magazine; Jojo Pada, Founder and President, IGNITION PR; Melanie Pratt, Radio Personality & Founder and CEO, gospelflava.com; Demetrus Stewart, Consultant to PureSprings Gospel; and Treiva Williams, CEO, Right Hand Elite, Inc. & Executive Administrator, A Song for Mary Mary, Inc.

Don Jackson, Chairman and Executive Producer of the Stellar Awards, said, “At the Stellar Awards, we recognize those who make significant contributions to the Gospel Industry, so it was a natural fit to partner with the SistaFriendz organization to present this *Stellar* group of women with the honor they deserve during our Stellar Awards weekend.”

Attendance at the SistaFriendz Stellar Women of Gospel Awards is by invitation only. Corporate sponsorships are available. For more information on attending or sponsoring this event, send an email request to [contact@sistafriendz.com](mailto:contact@sistafriendz.com). To learn more about the SistaFriendz organization and its programs, please visit [www.sistafriendz.com](http://www.sistafriendz.com).

### **About Toya Beasley**

Toya Beasley is Founder and CEO of SistaFriendz™. Most recently, Ms. Beasley was the well-loved Gospel radio personality at New York’s 98.7 (previously known as KISS FM). She is a media powerhouse trusted by artists, entertainers and the community. She is in constant demand by corporations, the media and other organizations for her inspirational, credible and positive dialogue. Ms. Beasley is a sought-after speaker respected for her effectiveness in connecting with audiences in deep and meaningful ways.

### **About SistaFriendz™**

SistaFriendz™ is a 501(c)(3) nonprofit mentoring organization established to educate, equip and empower women for success in their personal and professional lives. The organization uses programs, workshops, mentoring sessions, career guidance and other initiatives to help women across the nation understand their true worth so they can reach their full potential. For more information, please visit [www.sistafriendz.com](http://www.sistafriendz.com).

# # #