



Tomorrow's Women TODAY Names Sandy Lish 2017 Woman of the Year

Boston, Mass., December 18, 2017 –Tomorrow's Women TODAY (TWT), a Boston-based organization providing an unparalleled mentoring opportunity for future women leaders, announced that it has awarded its 2017 Women of TODAY Woman of the Year award to Sandy Lish, principal and co-founder of The Castle Group.

"Not only has Sandy been my personal mentor, but she has been a champion for Tomorrow's Women TODAY since we met," said Lauren Pimpare, founder of Tomorrow's Women TODAY. "This year, Sandy has played a critical role in our strategic initiatives, opening doors for me and other women in the organization. We are immensely grateful for Sandy's guidance and generosity."

The annual award recognizes distinguished female leaders within Boston's business community and women who deeply support Tomorrow's Women TODAY. Previous honorees include Karen Kaplan, president of Hill Holiday, and Carol Fulp, president and CEO of The Partnership, Inc.

"I'm incredibly honored to receive this recognition and to join the ranks of the fantastic leaders who have been honored before me," said Lish. "I strongly believe in the power of relationships. Tomorrow's Women TODAY authentically identifies, cultivates and convenes emerging women leaders in Boston. I have seen firsthand the caliber of women and the hard work they put into building this community. I'm proud that some of our Castle team has recently become involved, and I encourage other women to learn more about TWT."

Lish and her partner, Wendy Spivak, are the principals and founders of a 21-year-old women-owned public relations and events management firm, The Castle Group. Lish was recently named a Top Female CEO of 2017 by Women's Enterprise USA and has been recognized by the Greater Boston Chamber of Commerce with the Pinnacle Award for Entrepreneurship. A recognized thought leader in PR and crisis communications, Lish serves the community through several boards, including the Center for Women and Enterprise, March of Dimes, WGBH, Boston College Chief Executives Club of Boston and the Greater Boston Chamber of Commerce.

The award was presented to Lish on December 13 at Tomorrow's Women TODAY's 5th Annual At the Table: Lessons in Success, hosted by Foley & Lardner LLP.

About The Castle Group

The Castle Group leverages its Boston connections and global reach to create communications strategies that deliver business results, with an emphasis on PR, events management, crisis communications and digital. With a client roster that includes Fortune 500, high-growth start-ups, privately held, higher education and health care clients, Castle is supremely skilled at navigating complex organizations and surfacing unique ways to powerfully deliver clients' messages. A certified women-owned business, the firm is a member of the Public Relations Global Network, 50 exclusively selected affiliates representing the world's major media markets. Castle, its leadership and teams have won numerous industry, civic and

professional awards, are devoted corporate citizens, and pride themselves on infusing an entrepreneurial spirit and scrappy attitude into every endeavor. Based in Boston, Castle recently opened offices in Atlanta and Maui. The Castle Group was named Public Relations Agency of the Year in Canada and the U.S.A. by the 2017 International Stevie Awards. For the fourth time and second year in a row, The Castle Group was named a best place to work by the *Boston Business Journal*. Find Castle, its clients and their programs online, in person, in their communities and around the world. For more information, visit www.thecastlegrp.com.

About Tomorrow's Women Today

Tomorrow's Women TODAY- The Boston Women's Leadership Council- is a not-for-profit organization that was founded to bring women together who have been identified as leaders in both the public and private sectors. By supporting and mentoring these women, we hope to strengthen their leadership and enrich the entire Boston business community. Please visit www.tomorrowswomentoday.com for more information.

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