**For Immediate Release**

**Contact**:

**Phone:**

**Email:**

**Donna Gittens, Founder and CEO of MORE Advertising, Receives**

**The Boston Club’s**

**Inaugural Women in Business Racial Equity Award**

Boston, MA, November 4, 2021 – *The Boston Club is pleased to announce that Donna Latson Gittens, Founder and CEO of MORE Advertising is the recipient of the inaugural Women in Business Racial Equity Award. Ms. Gittens accepted her award at The Boston Club’s annual Corporate Salute, held virtually on November 4.*

The Women in Business Racial Equity Award was created to enable The Boston Club to annually recognize a woman of color who founds, owns, or leads an organization that is committed to the advancement of women into leadership positions.

“I am honored to be recognized by The Boston Club, one of the city’s most well-respected organization dedicated to advancing the careers of women executives. The establishment of this award is a bold statement which will shine a light on the stark inequities facing women and people of color in business and inspire all us to take action.” said Ms. Gittens.

Ms. Gittens founded MORE Advertising in 1997 as a catalyst for change. The firm has a deep-seated and longstanding commitment to diversity, equity and inclusion and the advancement of women in business. MORE is dedicated to adding value to clients’ missions and meaning to people’s lives.

Ms. Gittens said she launched MORE to create and develop visionary campaigns to help influence attitudes and change behaviors in the following areas: health and wellness, social justice, community engagement, and diversity in the workplace.

MORE Advertising is an award-winning, Black-owned and women-lead, full-service marketing and advertising firm. MORE’s clients include the Massachusetts Department of Public Health (DPH), the Boston Red Sox and the Hyde Square Task Force. Most recently, Ms. Gittens and her team led the DPH’s Covid-19 “Trust the Facts. Get the Vax” campaign.

Prior to founding MORE, Ms. Gittens was Vice President of Community Affairs at WCVB-TV in Boston.

The Boston Club’s President, Nancy Nager says, “We are pleased that the inaugural Women in Business Racial Equity Award goes to an individual who has been such a powerful force for good in our community. Donna will set the standard for future Award recipients who model best practices in diversity, equity and inclusion and women’s leadership in their organizations.”

**The Boston Club represents over 600 women in New England who believe in the power of women in business. The Boston Club was launched in 1976 by a small group of executive women in the Boston business community. Their goal, groundbreaking at the time, was to support and advocate for one another personally and professionally. The organization they founded is recognized today as a national trailblazer and continues propelling the advancement of women to visible, top leadership roles. Today, The Boston Club provides inclusive peer community, resources, inspiration, and connections to members, and specific and purposeful programming and activism that encompasses multiple dimensions of diversity for women leaders across Massachusetts and beyond. The annual *Census* of women directors and executive officers plays a major role in The Boston Club’s Corporate Board Program, focusing attention on the identification and development of a vital pool of female expertise for corporate leadership positions. We believe that it is important to publicize the track record of Massachusetts’ largest public companies in opening the doors of their boardrooms and executive suites to talented women.**

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