

## PRESS RELEASE

# Her Vision, Her Company on CBS5.com

## Profiles of Bay Area Women in Business on CBS5 and CBS5.com



CBS 5, in partnership with City National Bank and the National Association of Women Business Owners (NAWBO) San Francisco Chapter, has created and will broadcast a series of vignettes featuring women-owned businesses in the Bay Area.

Currently, nearly 42 percent of privately held firms in California are owned by women and CBS 5 has selected 13 local owned businesses that will be profiled in 60-, 30-, and 15-second spots that will be broadcast during a six-week campaign on CBS 5 and will also be available on [www.CBS5.com/hervision](http://www.CBS5.com/hervision).

The following businesses/business women owners will be profiled starting Monday, August 4:

- Live Out Loud/ Loral Langemeier
- Esteemable Acts/ Francine Ward
- Bay Area Medical Academy/Simonida Cvejic
- Raffine Chocolates/ Mona Keady
- Eldercare Services/ Linda Fodrini-Johnson
- Equator Coffees and Teas/ Helen Russell
- Cook! SF/ Nona Lim
- McRoskey Mattress Company/ Robin Azevedo
- Mary Frances Accessories/ Mary Frances
- Artful Surgery/ Elizabeth Slass Lee, M.D.
- Aunt Anns Agency / Denise Collins
- PsiNapse/ Sylvia Luneau
- **DeFinis Communications/ Angela DeFinis**

CBS 5/The CW 44/Cable 12 are part of the CBS Television Stations, a division of CBS Corporation ([www.cbcorporation.com](http://www.cbcorporation.com)).

CBS 5 ([www.cbs5.com](http://www.cbs5.com)) began in 1948 as the first television station in Northern California. The CW 44cable 12 ([www.kbcwvtv.com](http://www.kbcwvtv.com)) began in 1968 as the first UHF station in the Bay area. The two stations became a duopoly in 2002.

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