

# PAMELA'S PUNCH

is the leading source of information for the “who, what, when, and where” of Washington, DC’s social, professional, and philanthropic scene. Fans of Pamela’s Punch include executives from a variety of industries, including media, entertainment, arts, hospitality, retail, marketing, technology, professional services, education, policy, and nonprofit.



## ABOUT PAMELA

Pamela Lynne Sorensen is the founder of Pamela’s Punch, a website inspired by her involvement with civic, business, and community organizations since she moved to the Washington DC metro area with her family in 1990.

### Biography

Pamela attended the Pennsylvania State University in State College, Pennsylvania, where she was a Tri-Delta and earned a Bachelor of Arts degree in Speech Communications.

After graduation, Pamela continued to reside in the northern Virginia area and began her career in sales and business development, working in a variety of industries, including defense contracting, professional services, telecommunications, and executive networking. She played an integral role in the revenue stream growth and success of Net2000 Communications, Potomac Officers Club, and ExecutiveBiz, where she became partner.

In 2006, Pamela left the business world to launch the Pamela’s Punch website. Since its founding, the Punch brand has grown to include a variety of online, social, and live media assets and a team of eight correspondents, with plans to expand to the Los Angeles market in 2011.

Currently, Pamela resides in Arlington, Virginia, where she enjoys yoga, fine wine, reading, writing, but not arithmetic.

## Community Involvement

- *American News Women’s Club*, Board of Governors (elected 2010)
- *Chris4Life Colon Cancer Foundation*, Dream Date Auction Emcee (2010)
- *Street Soccer USA*, Sport for Social Change Gala/Dinner Host & Adviser (2010) and Sports for Social Change Awards Host Committee Member & Emcee (2009)
- *Washington Humane Society*, Fashion for Paws Master of Ceremonies (2009/2010)
- *Georgetown Lombardi Breast Cancer Research Center*, Bustin’ Loose Inaugural Shopping Event Co-Emcee and Cocktail Preview Host (2010)
- *Sister Cities International*, Inaugural Race & Festival for Peace Emcee (2009)
- *Fashion Fights Poverty*, Fashion Show Red Carpet Host and Interviewer (2009)
- *Smithsonian Young Benefactors*, Gala Honorary Guest (2009)
- *American Red Cross of the National Capital Area*, Oscar Night DC Chairperson and Spokesperson (2008-2009)
- *Goodwill of Washington, DC*, Foxy Friday Fashion Show Master of Ceremonies (2009)
- *The Neediest Kids*, Battle of the Biceps Master of Ceremonies (2008)
- *Leukemia & Lymphoma Society*, Woman of the Year Campaign 1st Runner Up (2007)

## Business Engagements

- *Decorating Den*, Designing Your Future Seminar Emcee (2010)
- *Work It Girl! Networking*, Kick Off Luncheon Keynote Speaker (2010)
- *MixMastersUSA.com / DeKuyper / Beam Global*, Regional MixMasters “Best Cocktail” Judge (2009)
- *Young Professionals in Foreign Policy*, Charity Date Auction Auctioneer (2009)
- *American News Women’s Club*, Dinner Guest Speaker on Social and New Media (2009)
- *The Front Row at Bethesda Row*, Fashion Show Emcee, with Christian V. Siriano as VIP Guest (2009)
- *Current Boutique*, One Year Anniversary Fashion Show Master of Ceremonies (2008)
- *Potomac Officers Club*, Executive Luncheon Introductory Speaker for Washington Post Sportswriter & Television Co-Host on ESPN’s “Pardon the Interruption” Michael Wilbon (2007)
- *New Media Nouveaux Conference*, Social Media/Web 2.0/Blogging Panelist (2007)
- *Paul Mitchell School*, Tysons Corner Graduation Class Speaker (2007)

## Media Highlights

- *Lindsay Volkswagen*, Featured in “Sign Then Drive” Television Commercial (aired throughout the Washington Metro area)
- *Washington Life TV*, “Year in Review” Co-Host on the CW-DC50 (specifically on the “Most Fashionable” segment)
- *Verizon FiOS1*, “Push Pause” Show Guest Interview
- *Peter Greenberg World Wide*, National Radio Show Guest (as a DC Insider)
- *FOX News Sunday*, Guest Interview (national show)
- *NewsChannel 8/WJLA*, “Live This Morning,” “Let’s Talk Live!,” and “Washington Business Tonight with Rebecca Cooper” Guest Interviews
- *Comcast Newsmakers*, Guest Interview
- *DC’s Office of Cable Television TV-16*, Guest Interview
- *DC Compass*, Guest Interview
- *MiX 107.3FM with Tommy McFly*, Guest Interview
- *FOX News Channel*, Inauguration 2009 Live Correspondent (for DC)
- “*Miss This Show and Die!*,” My City Life Correspondent (for LA-based podcast)
- *Washington Life Magazine*, Contributor (SUNDANCETWENTYTEN article)
- *Discovery Channel’s Planet Green*, “Emeril Green” Guest (with Emeril Lagasse)
- *2009 Wallpaper Washington*, DC Tour Guidebook, Insider
- *nbcwashington.com*, Featured in “Inaugural Pictorial of Media Mavens” & “Celebrity Sightings”
- *DC Magazine*, Featured in “Romper Room” and “Best 10 Blogs of 2008”
- *Washington Life*, Featured in the “Young & the Guest List” (2007, 2008, 2009, 2010) and “Balls & Galas” (2006)
- *Capitol File Magazine*, Featured in “Black Book List” (2007, 2008)
- *Local Kicks*, Featured Interview
- *FamousDC*, “Famous 5 Questions” Featured Interview
- *Examiner*, Featured in “Yeas & Nays”
- *Washington Post Express*, Featured in “Blog Log”
- *Washingtonian*, Featured in “Great Finds” (2005) & Selected as One of “Washington’s 25 Most Beautiful People” (2002)

## SAMPLE CLIENT LIST

- Adeler Jewelers
- BuyWithMe DC
- Chris4Life Color Cancer Foundation
- Decorating Den Interiors
- Equinox Restaurant
- Hudson Restaurant & Lounge
- Lindsay Volkswagen of Dulles
- Open Skies
- Reston Limousine
- Sofitel Lafayette Square

## 2010-2011 PUNCH CORRESPONDENTS

- **Lena Aburdene**, Punch Palette, [lena.aburdene@gmail.com](mailto:lena.aburdene@gmail.com)
- **Sarah Aburdene**, Punch Pad, [sarah.aburdene@gmail.com](mailto:sarah.aburdene@gmail.com)
- **Summer Amin**, Punch Pro, [summer.amin@gmail.com](mailto:summer.amin@gmail.com)
- **Felice Cherry**, Punch Pret a Porter, [felicecherry@aol.com](mailto:felicecherry@aol.com)
- **Lindsey Clark**, Punch Premiere, [lindseykayclark@gmail.com](mailto:lindseykayclark@gmail.com)
- **Niki Clark**, Punch Pulse, [nikimclark@gmail.com](mailto:nikimclark@gmail.com)
- **Beth St. Clair**, Punch Purpose, [stclair.beth@gmail.com](mailto:stclair.beth@gmail.com)
- **Whitney Stringer**, Punch Preview, [whitney.stringer@gmail.com](mailto:whitney.stringer@gmail.com)
- **Lindsay Taub**, Punch Pacific (Los Angeles Correspondent), [lindsaytaub58@gmail.com](mailto:lindsaytaub58@gmail.com)

## COMMUNITY PARTNERS

- Refugees International
- Trust for the National Mall’s L’Enfant Society
- Smithsonian Young Benefactors
- The Washington Ballet
- EarthEcho International
- Fashion for Paws
- Fashion Fights Poverty
- Once Upon a Prom

## PARTNERSHIP & PROMOTIONAL OPPORTUNITIES

Interested in partnering? Pamela’s Punch offers a range of online advertising services as well as speaking, event, and media engagements.

### Online Advertising

Gain exposure to your prospective clientele on the Pamela’s Punch website ([www.pamelaspunch.com](http://www.pamelaspunch.com)) as well as social media outlets such as facebook ([www.facebook.com/pamelaspunch](http://www.facebook.com/pamelaspunch)) and twitter ([www.twitter.com/pamelaspunch](http://www.twitter.com/pamelaspunch)).

### Media Sponsor

Promote your event – both online and offline – to your target demographic before the function and receive post-event coverage, including photos and a blog post.

### Program Emcee

Whether you’re hosting an intimate event for 20 or a big gala for 2,000, Pamela has experience speaking in front of small and large crowds at a variety of functions, including fashion shows, networking luncheons, and graduations.

### Event Chair

Tap into Pamela’s network, connections, and leadership experience to secure a host committee, auction items, and sponsorships for your event.

### Educational Speaker

With experience in networking, social media, and fundraising as well as women’s leadership and entrepreneurial issues, Pamela is able to address a variety of topics – as the keynote or as a panelist.

For more information, please contact Pamela Lynne Sorensen at 703.254.3309 or [pamela@pamelaspunch.com](mailto:pamela@pamelaspunch.com).

