

**FOR IMMEDIATE RELEASE**

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**SEASONED MARKETING PROFESSIONAL JOINS  
THE LEADERSHIP INSTITUTE – WOMEN WITH PURPOSE TEAM**

INDIANAPOLIS, IND. – As The Leadership Institute – Women with Purpose (The LI) continues to grow, the Organization has gained Danielle Groves as its new Marketing and Program Manager, who joined the team June 30, 2010.

“We are thrilled to have Danielle join our team as the Marketing and Program Manager,” said Erin Correa, The LI’s Executive Director. “She brings with her numerous professional marketing experiences and a true passion for the work of The Leadership Institute – Women with Purpose.”

Groves has vast experience working in the education and non-profit industry. Most recently, she served as the director of marketing and university relations at Lambuth University in Jackson, Tenn. Groves also worked as the Institution’s assistant director of the Marketing and University Relations Office and as an admission counselor. Prior to her work in Tennessee, Groves worked in the print and mail marketing industry at Marketing Informatics in Indianapolis, Ind.

“The LI is a truly fantastic and inspiring organization with a powerful mission and purpose,” Groves said. “I look forward to incorporating my knowledge and background to raise awareness of and benefit the organization, while continuing to fulfill its mission of helping women reach their potentials.”

Groves received her Bachelor of Arts degree in journalism and public relations from Butler University. While at Butler, she worked in multiple roles for the School’s Office of Admission and also served as the vice president of marketing for Alpha Phi sorority’s Epsilon Beta chapter. More recently, Groves was chosen to participate in the Jackson Area Chamber of Commerce’s Leadership Jackson program and was a member of the American Advertising Federation of West Tennessee.

“Danielle is going to add tremendous value to the ongoing marketing efforts of The LI,” Correa said. “Her knowledge, experiences and enthusiasm will significantly impact our organization as we continue to develop and enhance the leadership skills of women.”

In addition to Groves' marketing and communication duties, she will also be coordinating the volunteer programming for The LI. If you would like to learn how you can be of service to help women learn and grow professionally and personally, please email [info@theleadershipinstitute-wwp.org](mailto:info@theleadershipinstitute-wwp.org).

*The Leadership Institute – Women with Purpose Inc. was organized by the Alpha Gamma Delta Fraternity and the Alpha Gamma Delta Foundation as a 501 (c)(3) organization. The Leadership Institute – Women with Purpose helps women reach their potential by providing the tools to develop personal and professional leadership skills. The organization is committed to building a community of learners with whom to exchange ideas, experiences and resources. For more information, please visit The Leadership Institute's web site [www.theleadershipinstitute-wwp.org](http://www.theleadershipinstitute-wwp.org).*

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