



**FOR IMMEDIATE RELEASE**

Media Contact: Ginger Reichl  
727.214.1555  
greichl@pinstripemarketing.com

**PINSTRIPES MARKETING CERTIFIED AS WOMEN'S BUSINESS ENTERPRISE  
BY WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL**

Certification Satisfies Private Sector's Growing Demand for Diversity

St. Petersburg, Fla. – Pinstripe Marketing, Inc., a St. Petersburg-based leader in professional services marketing, has been granted national Women's Business Enterprise (WBE) certification by the Women's Business Enterprise National Council (WBENC) through its regional affiliate, the Women's Business Development Center. The announcement was made today by Ginger Reichl, the agency's president. Pinstripe Marketing's official WBE status is a response to new expectations in the marketplace.

"Historically, WBE certification was only necessary to serve governments and other public agencies," Reichl explains, "but in recent years, our clients and others in the private sector have made diversity, both in their own staff and among their vendors, suppliers and consultants, a significant priority. Because WBENC's certification process is credible and comprehensive, our prospective clients no longer have the burden of conducting their own due diligence. When they hire a WBE-certified agency, like Pinstripe Marketing, they are showing their staff, board members, customers and the public that they are truly committed to diversity."

"We are proud of this certification," she continues. "The more visibility women can gain as business leaders, the better it is for all of us. By successfully going through the WBE certification process and becoming involved with WBENC, I hope I can accomplish some ambitious goals for Pinstripe Marketing, for our clients, and for all businesswomen."

**ABOUT PINSTRIPES MARKETING**

Pinstripe Marketing, Inc. is a full-service agency specializing in promoting professional services firms including law, finance, healthcare, engineering, technology and more. Pinstripe offers its clients proficiency in marketing plan development and implementation, advertising, collateral design, event planning, media buying, web design and public relations. For details about Pinstripe, please visit [www.pinstripemarketing.com](http://www.pinstripemarketing.com) or write [info@pinstripemarketing.com](mailto:info@pinstripemarketing.com).

**ABOUT WBENC**

The **WBENC** certification for women-owned businesses is one of the most widely-recognized and respected certifications in the nation and is accepted by over 700 major corporations across the country and a number of federal and government agencies. Companies seeking WBE certification by WBENC must be demonstrably 51% owned, controlled and operated by a woman or women. The organization not only reviews a company's lengthy application, but also conducts site visits. WBENC is the leading third-party certification organization for women-owned businesses and is a powerful advocate for WBEs as suppliers to corporate America.