



**Kathy Ireland
iMOM Ambassador**

Kathy Ireland is living her dream of being a mom. "Even as a little girl, watching my mom and experiencing her joy and responsibility in caring for us made my mom my hero. That joy, that privilege and that dream continue to inspire me," says Kathy. As a wife, mother of three, Sunday school teacher turned Christian Education board member, Chief Designer and CEO of Kathy Ireland Worldwide (KIWW), she is helping other mothers through her business empire. KIWW's mission is "...finding solutions for families, especially busy moms."™

In 1993, after years as a successful international model, she launched her business career with a collection of designer socks. Today, Kathy, with her Brand Partners, produces more than 15,000 products, including home furniture, flooring, rugs, lighting, office and entertainment furniture, window coverings, mattresses, apparel, fire resistant products, leather, hand painted porcelain, wall covering collections (including appliques), bath accessories and jewelry.

Forbes Magazine reports that KIWW is a "design empire which grosses over one billion dollars annually in retail sales." Newsweek reports, "Annual sales run to \$1.4 billion."

Kathy is completely involved in her business, from initial sketches and product approvals, to the sales, communication and financing of her brand. "I wouldn't be comfortable lending my name as a paid celebrity endorsement. My background in modeling alerted me to images and prices that were unrealistic. It's important that everything under my brand carries my personal involvement," shares Kathy.

Even with her business and family responsibilities, Kathy finds time to reach out to others. Most recently, Kathy joined iMOM as an Ambassador.

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"All moms are working moms whether they get paid or not," Kathy says. "We need support and encouragement in the biggest job we'll ever have - caring for our children. I believe in iMOM because iMOM believes in mothers and values all we do, day in and day out."

Kathy is acknowledged by UCLA as one of the top 10 women's health advocates in America. She is also the Entertainment Industry Foundation's (EIF) Ambassador for Women's Health Issues and EIF's Ambassador for the National Women's Cancer Research Alliance. She is Ambassador of Hope for the City of Hope and National Chair of Family Services and Parenting for Athletes and Entertainers for Kids. She is active in the Special Olympics, and each holiday season, Kathy partners with Feed The Children and underwrites the distribution of 170,000 pounds of food, clothing and toys to children in need across the nation. Kathy has also pioneered the way in bringing about the first and only national wish-granting organization for terminally ill adults in the United States, the Dream Foundation.

KIWW is committed to customer satisfaction through constant innovation in product with an extraordinary commitment to Fashion, Quality, Value and Safety(tm) in every collection from apparel to home furnishings. KIWW establishes alliances with corporations who share core values.

Kathy lives in Southern California with her husband Greg, an emergency room physician, and their three children, Erik, Lily and Chloe.

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