



Loving On Me!

A global tribe who dares to defy the status quo

2015 MEDIA KIT

ABOUT LOVING ON ME

Loving on Me is global empowerment movement that inspires and motivates women to be who they were created to be. Founded in 2012 by non-profit leader and social responsibility pioneer Katrina McGhee, Loving on Me has a unique dual mission – to both inspire individuals AND ignite them into action. It's blog, robust social media communities and retail business make inspiration and positive affirmations a part of everyday life, while its Love in Action philanthropy arm ignites action by supporting global charities through financial contributions and volunteerism.



HOW THE MOVEMENT BEGAN

Founder Katrina McGhee recognized the need to redefine herself when, in 2012, an unexpected crisis caused her to abruptly leave her dream job.

As she raced to find out what she should DO, she realized, through God's grace, that she needed to find out who she should BE. That led to a radical evolution in thinking – she realized that value and worth are not determined by the good things we do. Our value to this world comes from being the person we are created to be.

That is why she founded Loving on Me, a global movement that encourages women to love themselves more, to own their power to choose and to boldly embrace their divine assignment. For when we accept who we were created to be, our whole world explodes with possibility.



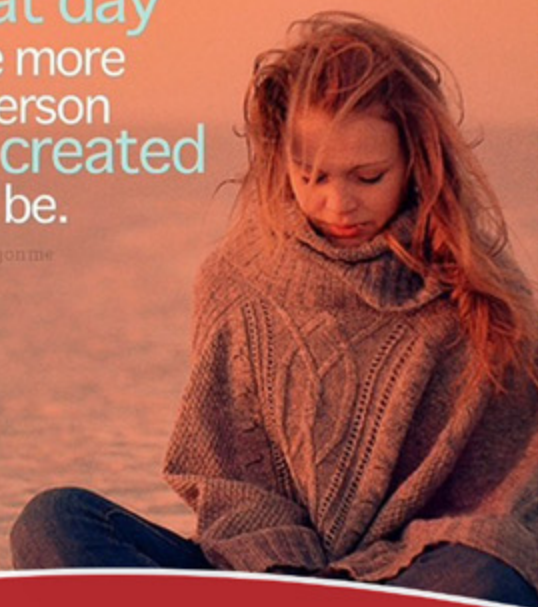
WHY THE MOVEMENT MATTERS

Nothing is more powerful than the individual who loves, accepts and understands her value to the world. Her dreams become bigger, her fears become smaller and her life explodes with possibility.

That's the revolution Loving on Me is here to incite. It is more than an organization or affirmation. It is a lifestyle that supports the everyday intention to love ourselves more. Together through its social media community, Loving on Me TV, blog, retailer and events, Loving on Me gives women practical actions that nurture the seeds of unimaginable success that lie within us.

Every day
is a great day
to be more
of the person
you were created
to be.

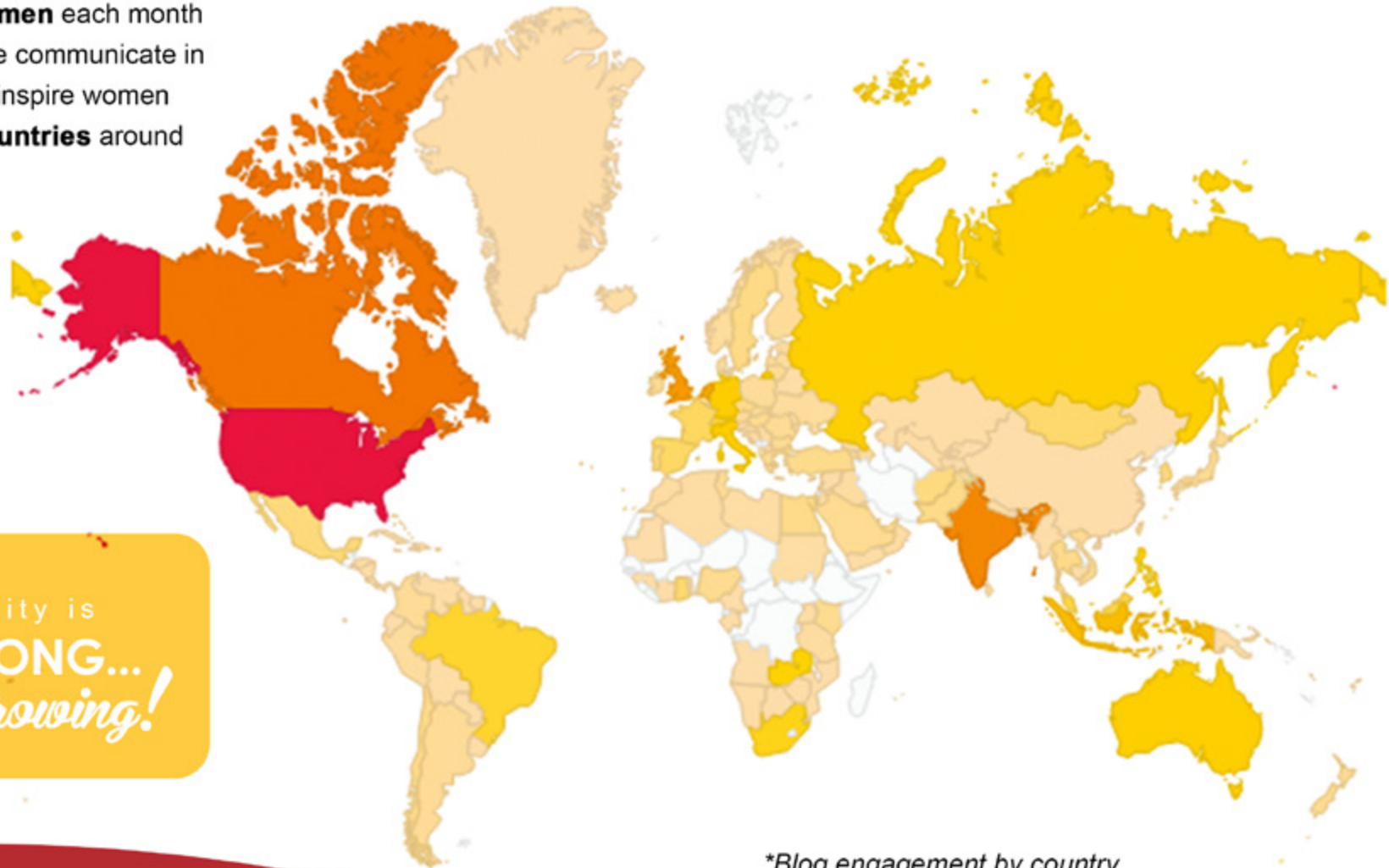
iamlovingonme



Loving On Me!
lovingonme.com

OUR GLOBAL TRIBE

The Loving on Me community reaches more than **100,000 women** each month from all walks of life. We communicate in **three languages** and inspire women from more than **100 countries** around the world.



Our community is
100,000 STRONG...
...and *growing!*

**Blog engagement by country.*

FEATURED WRITERS

Our blog features extraordinary women sharing inspiration and practical advice on life, love, faith, family and career. These dynamic women come from various locales and walks of life, but share one thing in common: a passionate commitment to inspiring women to embrace themselves as they are, and know that they are enough. Combining their professional experience as doctors, entrepreneurs, students and senior executives with their personal roles of mother, daughter and friend they offer life-changing advice that can immediately be put into action.



Katrina McGhee



Janet Brooks



Monique Jagroe



Robin Ahearn



Emily Callahan



Dr. Sheri Prentiss



Andrea Anderson



Carlie Carpio



Shereese Slate

OUR MOTIVATIONAL MOMENTS

Katrina McGhee and the Loving on Me family deliver 3-5 minute videos that focus on loving you - inside and out. Each episode offers a challenge on how you can be your best self and make choices that can change your world. New Motivational Moments air weekly on **Loving on Me TV at You Tube (iamlovingonme)** and on the **BYL Network Women's Channel**.



Welcome to Loving on Me!



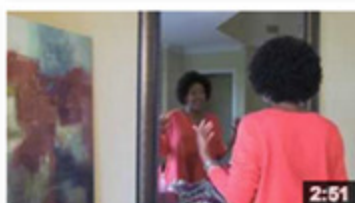
Loving on Me - 5 Tips for a Beautiful Inner Glow



We Can Move Beyond Our Past!



Holding on to Happiness!



Give Negative Nellie the Boot!



Travel Light, and Enjoy the Journey!

Loving On Me!

COME JOIN THE FUN!

Catch Katrina McGhee with *Loving on Me* on the *BYL Network*.

SHARE THE LOVE!
 f t i s+ p
 @iamlovingonme
 www.lovingonme.com

BYL NETWORK

TODAY IS THE PERFECT DAY TO...
BETTER YOUR LIFE GO!



Share THE LOVE, *Spread* THE INSPIRATION.

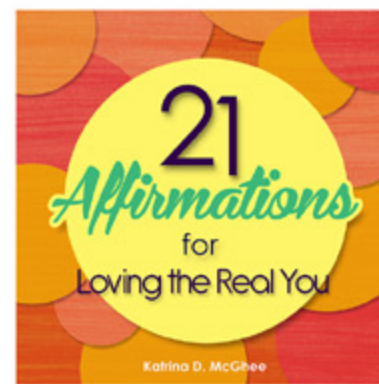
GET INVOLVED

Since 2012, thousands of women from around the world have joined the Loving on Me movement and are boldly pursuing the life of their dreams. Are you ready to join the revolution? Just follow these three simple steps.



JOIN THE MOVEMENT

Click on **LovingonMe.com** and sign up to receive our bi-weekly newsletter and get the free e-book *21 Affirmations for Loving the Real You*.

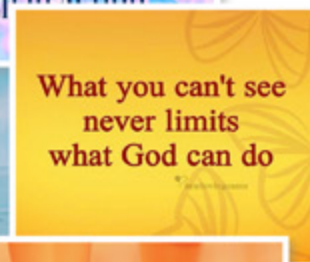


SPREAD THE INSPIRATION

Connect with us socially to receive daily inspirations, then expand the Loving on Me movement by sharing the inspiration with your own network.



@iamlovingonme



SHARE THE LOVE

Choose a Love Note to share with friends from our **Loving Inspirations**. Each features a short, uplifting phrase perfect for an anytime pick me up!

PUT LOVE IN ACTION

Loving on Me inspires growth and change with the belief that personal empowerment will fuel the flames of collective change for women globally. We express our love for others through financial support and service.

PHILANTHROPY

Loving on Me and its founder, Katrina McGhee, contribute quarterly to organizations that support the education, empowerment and good health of women and girls. Together, the Loving on Me community donated more than \$30,000 in 2014 to causes such as **Breast Care International, Girl Rising, Minnie's Food Pantry, Susan G. Komen for the Cure, Play Like a Girl, and the Unstoppable Foundation.**

LOVE IN ACTION DAY

The Loving on Me community helps women believe in and love themselves more, but we also model love in action by serving our greater global community. Throughout the year we host Love in Action Days around the country, encouraging volunteers to give back to women in need. Want to get involved? Join us at one of our Love in Action days, or host your own Love in Action Day and invite others to join you.

I'm Love in Action?



CELEBRATE LOVING ON ME DAY

On February 13, Loving on Me observes its annual Loving on Me Day - a celebration of what's brilliant about you! We're raising awareness on the important and powerful principle that self-love is the key to a successful life.

In 2015, Loving on Me will challenge women around the world to share positive statements of love and affirmation by asking the question, **How Do YOU define YOU?** We're encouraging women to speak life into their hopes, dreams and possibilities by posting a picture of themselves with the persuasive statement **I Am.....** followed by the word that best describes them. For when you say it - I am Strong, I am Unstoppable, I Am a Masterpiece – and share it, you believe it!

Join us on February 13 by posting your own positive affirmation. #LovingonMe @iamlovingonme



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SHOP LOVING ON ME

The **Loving on Me Shop** offers inspirational products that make positive affirmations a part of everyday life. At home, work and anywhere-in-between, our products, such as coffee mugs, t-shirts, pillows, totes and more, shout out powerful phrases that remind women that they are “unstoppable,” “a masterpiece,” “strong, mighty and enough.”

Choose from over 100 products that make great gifts for you and those you love.





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