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THE GIRL SCOUTS OF GREATER NEW YORK HONOR DIGITAS' BETH MCCABE AS A TOP WOMAN OF DISTINCTION

McCabe Is Only Agency Person Recognized

NEW YORK - October 27, 2011 - [Digitas](#)--the leading global integrated brand agency with digital at its core--announced today that Beth McCabe, VP/Director, Social Marketing and Technology, was recognized as a top female influencer and mentor at the 19th Annual Women of Distinction Breakfast, sponsored by the [Girl Scouts of Greater New York](#). McCabe was honored along with five other remarkable women leaders who exemplify the Council's mission to help girls grow into outstanding women. The breakfast was held today at The Waldorf Astoria and hosted by two-time Emmy Award winning journalist Deborah Norville.

McCabe leads the social technology execution across the agency for global Fortune 500 companies and authored the first industry [whitepaper on social commerce](#) this year. At Digitas she is a mentor to four young professionals, leads the Women's Profession Network and is a committee member for corporate social responsibility. McCabe started collecting Science Merit badges early on as a Brownie and continued being a leader at Purdue University's Women in Science Program.

"Girl Scouts taught me early on how to follow my passion, take certain steps to achievement and then give it all back," said Beth McCabe, VP/Director, Social Marketing and Technology, Digitas.

This year's honorees also included:

- Sharon Bush, Founder and CEO, Teddy Share
- Lauren Bush Lauren, CEO, Creative Director, Co-Founder FEED Projects LLC
- Ranjini Pillay, Senior Vice President, Chief Underwriting Officer (Property & Casualty)
- Ann Shoket, Editor-in-Chief, Seventeen Magazine
- Catherine Blanche Brome Morrison, Girl Scout Ambassador, Future Women of Distinction

About [Digitas](#)

[Digitas](#), the top global integrated brand agency, builds active brands for some of the foremost companies in the world. With a deep understanding of their client's customer's passions and behaviors, the agency combines media creativity, technology, creativity, and analytics to ignite emotional bonds between people and brands. Digitas counts Agency of the Year honors from the Festival of Media, OMMA Magazine, Promo Magazine, BtoB Magazine, and Les Agences de l'Année, France, and has been named to the Advertising Age Digital A-List, among its many awards.

Digitas also operates the brand content platform The Third Act, producers of the first and most well renowned event on digital content, [The NewFront](#); the healthcare marketing brand, Digitas Health; and Prodigious Worldwide, the world's only standalone, global digital productions company.

With sister agencies Starcom MediaVest, ZenithOptimedia, Denuo, and Razorfish, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third-largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services. Web site: www.publicisgroupe.com

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