

**For Immediate Release**

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**FOUNDER OF “THE DR. PAT SHOW” AND THE TRANSFORMATION NETWORK  
PAT BACCILI  
WINNER FOR WOMEN IN BUSINESS  
IN CATEGORIES OF  
WOMEN HELPING WOMEN - BUSINESS  
AND  
MANAGEMENT TEAM OF THE YEAR**

SEATTLE, WA – Pat Baccili, Founder of the female-focused talk radio show and network “The Dr. Pat Show” and The Transformation Network, has been named a 2013 Winner for the Stevie Award for Women In Business in two categories – Women Helping Women – Business and Management Team of the Year.

“The Dr. Pat Show” and The Transformation Network are the innovation leaders in talk radio aimed at women; and pioneers in bringing talk radio – long considered a male business – to a female audience. The Dr. Pat Show was founded in 2003 when Pat Baccili dialed the wrong number and accidentally reached one of the first internet radio networks. Baccili did not hang up and bought her first hour of airtime. Fast forward to 2013: The Dr. Pat Show is #1 in its Seattle time slot with 17.6 million website hits in the last year alone.

Baccili was honored for her groundbreaking role in talk radio; and, in particular, for that role in the last 15 months (“the year”). During this time, Baccili’s mini-empire reached 102 countries and 11 million homes. In 2010, Baccili launched Transformation Talk Radio and host numbers soared from 15 at the start to 27 now. This year two additional channels have been added in a field where one is the rule in independent radio due to overwhelming demand. Baccili has been known for her role in bringing millions of women back to talk radio and has dedicated a new channel solely for women.

Baccili then tipped her hat to others, taking on a unique national role by adding multiple hosts to her empire – many of them women – and then adding another role: that of mentor to these hosts and trainer to the trainers. Her listeners call her the “Oprah of Talk Radio” and hosts refer to the team as “My radio family.”

Then there's Baccili's Holistic Makeover, a nationwide campaign whereby Baccili and her team select women in need and help them transform their lives from the "inside, out" – and, yes, they must "pay it forward" – much as Baccili has. A one-time survivor of debilitating illness; of homelessness (at 17); and of a layoff after 24 years at one corporation (days shy of pension time) – Baccili's own makeover has become the backbone of a business life of optimism and sharing with and helping women change their lives – as far as the global airwaves will let her. Fans and guests have ranged from Dee Wallace (a must-listen) to Melissa Etheridge to Linda Evans – all contributing in ways they save solely for Dr. Pat and her audiences. This Fall, Dr. Pat adds another groundbreaking show to her mini-empire - aimed at sharing the wisdom of ageless actors – think Shirley Maclaine; Jane Fonda, Ed Asner, Ben Kingsley.

And, so it is, in this Awards "year" too that Pat Baccili raised national awareness of Lyme Disease – and the well-kept secret that instances are wildly underreported – and that those in children are skyrocketing. Dr. Pat was the first to establish a major media platform – radio and network – solely dedicated to educating the world on one of the worlds' fastest growing epidemics. As of this writing – and with credit due to Baccili and others - the CDC is finally admitting "it got it wrong."

Approaching its 10<sup>th</sup> anniversary, The Network is scheduled to expand in 2014 with yet another channel – this one dedicated to raising consciousness about our lives, our communities and our planet. 2014 is also the year that Dr. Pat launches a new company brand – "Called to Shine." Says Baccili: "We are going to shine a light on a sometimes dark world. Living an EPIC life is our birthright."

Finally, to be in the world of Baccili is to be in the world of "my radio family" – the management team – Linda and Kim, the 24/7 producers; Jesica and Moon, the post-production/marketing pros; the three-person sales team – 100% women all - who begin each morning meeting with one question: "Are we doing enough?" And then whatever comes up – selecting women in need for the Holistic Makeover; organizing a fundraising effort for disease awareness; scouring the globe for hosts who offer listeners the quality information ("tools") they need to take action and change their lives (the Baccili Mission) – this family goes out and does it.

The winners were announced at a dinner at the Marriott Marquis Hotel in New York City on the evening of November 8. The Management Team Award is one of two given in the category based on company size. Baccili's honor is for companies with "10 or less employees."

**Media on deadline, please contact Pat Baccili *directly* at (855) 393-3742  
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### **About Dr. Pat Baccili**

Dr. Pat Baccili is a leader in the field of human potential and the creator of the remarkable “Crust Busting™” process. An international award winning talk radio host, TV commentator, certified career and belief coach, dynamic seminar leader, award winning author and researcher on fostering respect and trust in the workplace, inspirational speaker and CEO of a successful motivational company. In 2013, Dr. Pat has launched her international coaching initiative. “Called to Shine” for individuals, groups and organizations.

As a top host of the internationally acclaimed, The Dr. Pat Show – Talk Radio to Thrive By, #1 in Seattle for 6 years running - Pat reaches millions of people each year with a powerful life-changing message. Her presentation and interview skills have been hailed by people like bestselling author of the *Chicken Soup for the Soul* Series, congressmen, and people from all walks of life. Called the “Oprah of radio” by her listeners, Dr. Pat is “blowing the doors off” of traditional talk radio. Dr. Pat is well-respected in her various roles in the human potential field – as coach, teacher, adviser, inspirational speaker, consultant, and internationally acclaimed radio personality.

Dr. Pat Baccili has received numerous awards for her empowering message on radio and her contribution to “Green Awareness” including The Crystal Award of Excellence, The Award of Distinction and VoiceAmerica’s Host of the Year! Beyond radio, Dr. Pat Baccili was named Aspire Magazine’s - Aspiring Woman of the Year, The National Ordinary People, Extraordinary Outcomes Award, and the Women’s Choice Leadership Award™.