# **KIA MOTORS RETURNS TO MOM 2.0 SUMMIT FOR THIRD CONSECUTIVE YEAR**

***Automaker to Showcase Growing Line of Hybrid and Electric Vehicles at the Sold-Out Conference for Online and On-Air Content Creators***

* More than 800 leading bloggers, entrepreneurs and marketers expected to test-drive and create unique content with four award-winning Kia models
* As part of the brand’s ongoing support of digital influencer communities, Kia will serve as the Host Sponsor of the 2017 Iris Awards ceremony which honors standout content creators and platforms in the parent media space

**Irvine, Calif., May 5, 2017 –** For the third consecutive year, Kia Motors America (KMA) will proudly serve as Premier Sponsor and Official Transportation Sponsor of the Mom 2.0 Summit, which takes place in Orlando from May 10-12. The conference, attended by more than 800 leading influencers, content creators, bloggers, female entrepreneurs, and marketers, is designed as an open forum for sharing ideas, developing creative digital content and highlighting unique programs and platforms that engage audiences, online and beyond. In addition, Kia is Host Sponsor of the 2017 Iris Awards ceremony, which honors stand-out content creators in the parenting media space.

At this year’s summit, Kia will feature hybrid and all-electric vehicles from the brand’s expanding EcoDynamics lineup, including the all-new Niro[[1]](#endnote-1) crossover, the Optima Hybrid and Plug-in Hybrid models, and the Soul EV[[2]](#endnote-2), all of which were named by the editors of Kelley Blue Book’s KBB.com as “Best Eco-Friendly Cars” under $40,000.

“Kia is committed to sustainability and is investing more than $10 billion to develop new technologies that reduce emissions and increase fuel efficiency, so we are excited to share our growing lineup of EcoDynamic vehicles with attendees at the Mom 2.0 Summit,” said Kimberley Gardiner, director of marketing communications, KMA. “Digital influencers are connectors, and their followers seek advice and counsel from them, just as they would a family member, friend or trusted confidant. Building close and personal relationships with influencers helps extend the Kia story, and there’s no better place to do so than the Mom 2.0 Summit which represents the best and brightest in this ever-evolving genre.”

Kia’s support of the influencer community has been extended to include the brand’s role as Host Sponsor of the 2017 Iris Awards ceremony, which recognizes the finest expressions in art, commentary, commerce, philanthropy, ideas and connections, and celebrates the emerging industry overall. The Iris Awards will be handed out during a [livecast](https://www.facebook.com/mom2summit/) gala ceremony on May 12.

“Kia’s continued dedication to this industry event, and now their support of the 2017 Iris Awards, underscores their celebration of the powerful content developed by today’s leading parenting media,” said Carrie Pacini, Mom 2.0 co-founder. “The combined total audiences of Mom 2.0 influencers exceed 100 million individual readers, fans and followers, and forward-thinking brands like Kia know that Mom 2.0 is a highly effective way to reach a large, engaged audience of parents across the nation and around the world.”

**About Kia Motors America**

Headquartered in Irvine, California, Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. Recognized as one of the 100 Best Global Brands and 50 Best Global Green Brands by Interbrand, Kia proudly serves as the "Official Automotive Partner" of the NBA and LPGA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and crossovers built at North American manufacturing plants in West Point, Georgia\* and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

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**About Mom 2.0**

Mom 2.0 is the premier professional community and annual Summit for parenting influencers and female entrepreneurs who create online content. Every year, leaders in media and industry converge at the Summit to compare notes, discuss ideas, and forecast what's next for women online and in the marketplace. Mom 2.0 was conceived in the fall of 2008 to facilitate a much-needed, focused conversation between moms and marketers in the growing online marketing and social media space. Even then, as Mom 2.0 launched its first sold-out event with 175 attendees, the conference was trending #1 worldwide on Twitter. And today, the conversation continues to grow. Operated by Texas-based Mom Media Enterprises, LLC, Mom 2.0 is one of several MME platforms that help connect moms, marketers and media throughout the year. The May 2017 Mom 2.0 Summit will bring together 800 influencers, bloggers, media, marketers and entrepreneurs to share best practices, content ideas and inspiring conversation.

**\* The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.**

1. Quantities are limited. [↑](#endnote-ref-1)
2. Soul EV in select markets with limited availability. [↑](#endnote-ref-2)