**KIA CELEBRATES “GIVE IT EVERYTHING” SPIRIT AT MOM 2.0**

***Automaker to Showcase All-New 2020 Telluride***

* More than 1,000 attendees will gather at the premier annual convention for the nation’s top mom influencers, women entrepreneurs and family content creators
* Kia to host “Give It Everything: Make a Plan to Defy Odds and Exceed Expectations in your Family Life, Career and Craft” panel

**AUSTIN, TEXAS, April 23, 2019** — Kia returns to Mom 2.0 for the fifth consecutive year, proudly serving as a Premier Sponsor. The sold out conference is a gathering of influencers and content creators whose expertise span a variety of categories, including parenting, entertainment, food, politics, business, marketing, technology, social change, travel and design. Kia also will serve as the lead sponsor of the 2019 Iris Awards, which honors the best in the art-of-parenthood.

“Kia’s presence at Mom 2.0 is a continuation of the brand’s effort to recognize hardworking   
Americans that have defied odds and exceed expectations,” said Saad Chehab, vice president, marketing communications, Kia Motors America. “No one exemplifies that ‘Give It Everything’ spirit more than the parents in our lives and Mom 2.0 is the perfect setting to showcase the latest chapter of our brand.”

Kia will host a special panel discussion - “Give It Everything: Make a Plan to Defy Odds and Exceed Expectations in your Family Life, Career and Craft” - to help attendees avoid burnout, defy odds and exceed high self-expectations. Panel to feature Natasha Nicholes @natashanicholes, Amy Mascott @teachmama, Michelle Garrett @DivaMDGarrett, Miranda Wicker @caffeineandcab and LayToyia Dennis @LaToyiaDennis.

As the highest ranked mainstream brand in Initial Quality[[1]](#endnote-2) for the past four years according to J.D. Power, Kia is the brand that does in fact “Give It Everything.” Kia will also showcase the latest example of this spirit, the all-new 2020 Telluride[[2]](#endnote-3), on the show floor.

Follow Kia on Facebook at @Kia, on Twitter at @Kia, on Instagram at @kiamotorsusa, and at #GiveItEverything. Mom 2.0 can be followed on all major social media platforms at @mom2summit, and the event buzz can be followed online with the hashtag #mom2summit.

**About Kia Motors America**

Headquartered in Irvine, California, Kia Motors America continues to top quality surveys and is recognized as one of the 100 Best Global Brands and 50 Best Global Green Brands by Interbrand. Kia serves as the "Official Automotive Partner" of the NBA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and SUVs proudly assembled in West Point, Georgia.\*

For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

**About Mom 2.0:**

Owned by Texas-based Mom Media Enterprises, LLC, Mom 2.0 is the nation's leading organization for influential mom content creators and female entrepreneurs. This year-round community of industry leaders converges annually at the Mom 2.0 Summit to compare notes, discuss best practices and forecast what’s next for women online and in the professional marketplace. The 2019 Summit sold out six months in advance and has attracted some of the most influential voices in women's and parenting media. Mom 2.0 was created in the fall of 2008 to facilitate a much needed, high-level conversation between mom influencers and marketers in the growing arena of online marketing and social media. This year's convention will focus on the evolving and expanding definition of mothers and women in the world today, and what that means for media, entertainment, marketing and storytelling. Mom 2.0 community members share best practices, discuss marketing strategies, network and make inspiring connections.

**\*The Telluride, Sorento and Optima (excluding Hybrid and Plug-In Hybrid) are assembled in the United States from U.S. and globally sourced parts.**

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1. The Kia Brand received the lowest rate of reported problems among mass market brands in the J.D. Power 2018 Initial Quality Study of new vehicle owners' experience with their own vehicle after 90 days of ownership. Visit

   jdpower.com/awards. [↑](#endnote-ref-2)
2. Available at dealerships in limited quantities. [↑](#endnote-ref-3)