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**Ladyboss Lifestyle vs. Lotus Midwest**

*Lotus Midwest, Ladyboss Midwest, and Ladyboss Lifestyle. How do they fit together and what sets them apart?*

**FARGO, North Dakota** – Lotus Midwest, formally known as Ladyboss Midwest, is the evolution of the brand which focuses on uplifting, connecting, and advancing women in business across the Midwest all while strengthening the presence and power of junior- to senior-level leaders.

With the rebrand, Lotus Midwest will focus heavily on offering opportunities for education, networking, and support for women with business at its core. The Ladyboss Lifestyle community heavily favors more lifestyle content and because of that, the brand will be focused on topics that are relevant to women in today’s environment. This can range from legal and financial advice to shopping recommendations to recipes to political topics.

The rebrand comes from many hours of strategic discussion from the Ladyboss and Lotus teams. “The trick is taking the good equity you’ve already built up and growing that. In the case of Ladyboss, the audience has dictated the content and direction for the Ladyboss brand. We decided to embrace this in a way that is authentic to the Ladyboss audience. That left a gap for us regarding the business focus which led us to create Lotus Midwest,” said Flint Group president and Lotus Midwest lead, Jodi Duncan.

With the business-first approach, Lotus caters to executive-level women in business and female business owners. Although the brand will focus heavily on women in business, it is not exclusive to women. The brand will focus on helping all businesses with strong female leadership to grow and expand. Aside from having a strong social media presence, Lotus Midwest will offer opportunities for face-to-face mentorship and connection while providing a judgement-free space where women can ask questions and get support. It will also create networking opportunities, host events both in-person and online, and conduct research to better understand and address the challenges faced by working women in the Midwest.

The first-ever Lotus Midwest Creative Marketing Summit will take place Tuesday, October 18, in Bismarck and Wednesday, October 19, in Dickinson. For more information on this summit, visit <https://lotusmidwest.com/events/> and be sure to follow Lotus Midwest and Ladyboss Lifestyle on social media.

**About Lotus Midwest:** Lotus Midwest, formerly Ladyboss Midwest, was created to strengthen the presence and power of women in the business community across the Midwest. We connect, uplift, and advance women in their careers by providing opportunities for women to have their voices heard, connect, and share with their peers, and learn from those who are already paving the way.

**About Ladyboss Lifestyle:** Ladyboss Lifestyle is a content and lifestyle-focused brand that was created to help women thrive within their personal lives by offering community and resources tailored to meet their specific needs and bridging the digital and physical world.

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