



Oscar winner, then nominee, Octavia Spencer from *The Help* along with actresses Pam Grier, Kerry Washington and Paula Patton were honored during the ESSENCE *Black Women in Hollywood* luncheon held Feb. 23. The Visionary Award was presented to Shonda Rhimes, creator and executive producer of the television hits *Grey's Anatomy* and *Private Practice*.

The luncheon was sponsored by Lincoln, which exhibited its new MKS as the centerpiece of the event on site for guests to enjoy. Ten other Lincoln vehicles were made available for a VIP/celebrity shuttle.

"African-American women are extremely influential in the premium market space and their buying power is growing. Events like these allow us the opportunity to introduce our vehicles to contemporary consumers while honoring one of the most influential writers and producers in Hollywood, Shonda, with our Visionary Award," said Shawn Lollie, Lincoln manager of Multicultural Marketing.

"We are really excited to partner with ESSENCE for the third year for the *Black Women in*

## Lincoln Ladies

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*Hollywood* luncheon,” said Lollie. “The premium technologies, performance and craftsmanship of the new MKS make it the perfect vehicle for the luncheon as we introduce the brand to modern consumers at a premium event.”

The Lincoln MKS will be available this spring.

### **About Lincoln**

Lincoln is the luxury automotive brand for Ford Motor Company, committed to becoming a world-class luxury brand with compelling vehicles and an exceptional ownership experience to match. Lincoln will launch seven new or significantly refreshed models in the next three years. For all the latest information, please visit Lincoln at [facebook.com/lincoln](https://www.facebook.com/lincoln) , [media.lincoln.com](http://media.lincoln.com) , or [www.lincoln.com](http://www.lincoln.com)