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**ZIG ZIGLAR TO BE AWARDED LIFETIME ACHIEVEMENT AWARD AT THE  
DIRECT SELLING WOMEN'S ALLIANCE CELEBRATION**

Dallas, TX – Zig Ziglar will be awarded the Lifetime Achievement Award at the Direct Selling Women's Alliance (DSWA) Celebration in Dallas, TX on April 30<sup>th</sup>, 2011.

Zig Ziglar will be presented the Lifetime Achievement Award for his contributions to the direct selling profession. As a motivational speaker and corporate trainer, he has influenced many people over the course of his lifetime with his positive and Christian messages. These messages and training tools have made a direct impact on the direct selling profession. Ziglar and his daughter, Julie Ziglar Norman, have produced numerous books, CDs, DVDs, downloads and webcasts to help salespeople of all levels achieve their goals. Not only does he focus on motivating individuals and companies on a business level, he also inspires men and women from around the globe on a personal level.

“Success means doing the best we can with what we have. Success is the doing, not the getting; in the trying, not the triumph. Success is a personal standard, reaching for the highest that is in us, becoming all that we can be.” –Zig Ziglar

The DSWA is honored to present this prestigious award to Zig Ziglar. The DSWA Celebration is a weekend of networking, connecting and building businesses through encouraging speakers and topics that are relevant in today's direct selling world. Having Zig Ziglar present at this event to accept this award adds to the energizing and encouraging atmosphere. Julie Norman Ziglar, Zig Ziglar's daughter, will be the keynote speaker at the event. Her topic of discussion is *Mastering Moxie - Becoming the person you were meant to be*.

Zig will be joining Julie to sign books, meet, and mingle with the attendees of the Celebration. Zig and Julie will also be present at the Thursday night VIP reception for photos and fun. The first 150 people registered to attend Celebration will receive an invitation to this intimate event.

**About DSWA**

The Direct Selling Women's Alliance (DSWA) is a global organization dedicated to uniting entrepreneurs throughout the world who share a common desire of achieving personal and financial success. DSWA is the direct sellers' source for the latest information, resources, networking and support. To learn more about the DSWA Celebration, visit [www.dswa.org](http://www.dswa.org).