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Media Contact:

Krissi Edgington, MiWi Marketing

krissi@miwimarketing.com

317.513.5608



**Amie Peele, Esq. Appointed to Mothers Esquire Board of Directors
Group to Poised to Lead Advocacy for Gender Equality in Legal Profession**

December 14, 2021 – Indianapolis, IN [Peele Law Group](#) and [Mothers Esquire](#) announced today the appointment of Amie Peele to its Board of Directors. Peele is the founding partner of Peele Law Group, delivering legal expertise and strategic counsel to businesses across all areas of advertising and promotion.

Mothers Esquire works to achieve gender equity in the legal profession by improving promotion and retention rates of women in law, along with championing equal pay and transparency regarding compensation practices. Although its focus is on the unique challenges women face, its goal is to support all lawyers who are parents or caregivers, promote policies and practices that recognize and accommodate attorneys' family needs, and provide resources to all women navigating the legal profession.

“As a practicing mother of two, I have experienced firsthand the inequitable obstacles facing not only mothers, but women in the legal profession,” said Peele. “Mothers Esquire provides an active space for women in law to mentor, network, and truly lift each other up, all while removing gender bias from law. I am profoundly connected to its mission and humbled to join the leadership of this incredible organization.”

In addition to general Board functions with Mothers Esquire, Peele Law Group will sponsor one of Mothers Esquire’s advocacy initiatives, *Pump Up the Bar*, aimed to achieve critical updates to policies relative to women’s personal needs with all Bar Examination Boards. Peele Law Group is also committed as the Heroine Presenting Sponsor of the Mothers Esquire conference, *Together We Rise*, which will take place in Louisville, KY on May 13, 2022. Peele will also serve as a featured speaker at the conference.

Founded as a discrete online networking group in 2013, Mothers Esquire has grown into a robust network of more than 6,900 members spanning all areas of the legal profession across the U.S. and the world.

“Amie has brought tremendous value to Mothers Esquire as a member over the past five years,” said Michelle Coughlin, president and founder of Mothers Esquire. “We are thrilled to have her join our Board to help us continue our important work in disrupting the "Motherhood Penalty" for women in law.”

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About Peele Law Group: Amie Peele is the Founding Partner of Peele Law Group, based in Zionsville, Indiana. PLG specializes in creating, protecting, and leveraging value for its clients, specifically where the worlds of branding, e-commerce and advertising law intersect, ranging from multinational enterprises to small businesses. Peele has been named in the [World Trademark Review's](#) WTR 1000 for three consecutive years, and has been named a Power Player by the [Sports Business Journal](#), among other notable industry recognition. Peele is licensed to practice before the United States Supreme Court and the District Courts of the State of Indiana (Northern and Southern Divisions). She earned her J.D. degree from [Emory University School of Law](#) in Atlanta, GA. She is a Fellow of the [Indianapolis Bar Foundation](#) and a member of the [International Trademark Association](#), the [Indiana State Bar Association \(IP Section\)](#), and the [Indianapolis Bar Association \(IP Section\)](#).