

# THE SOCIAL DARLING OF THREE BIG CITIES, SOCIAL DIVA IS ONLY GETTING STARTED.

By Lexi Tabback

In 1999, Peg Samuel gave up a distinguished corporate career to follow her dream: to entertain entire cities all at once. In less than seven years, she's developed a nationwide reputation, a loyal following, and the undisputed go-to website for planning an evening, a weekend, or maybe even an entire life-style.

Samuel's brainchild, Social Diva, is not your average company, nor is Samuel an average entrepreneur. Decked out in Prada and Choo, Samuel sashays into thousands of hearts and inboxes every day with details on the cream of the fun to-do crop in three major eastern cities.

Before Social Diva, Samuel headed advertising initiatives at big-name outfits such as The Weather Channel, weather.com, and infoseek.com (acquired by Disney). She also founded Atlanta Interactive Marketing Association (AIMA), served as Director of Social Programs at 212 Interactive Marketing, and was the mind behind the popular

Agency Lounge Series. Her solid marketing background and vivacious personality helped her translate her energetic, life-of-the-party spirit into an explosively successful social website phenomenon called Social Diva ([www.socialdiva.com](http://www.socialdiva.com)).

Social Diva gives young urbanites the lowdown on local entertainment, the hottest health and beauty spots and the best shopping spots via frequent updates on her website. She also sends a popular e-newsletter and has just begun a blog as a way to help solidify the active community that's already grown around her notion of a good time.

Samuel has also earned a reputation for the events she produces and hosts with the help of her skilled coterie of demi-divas. Known for creative themes and delightful details, Social Diva events are written in ink on calendars all over where The Diva's faithful following are found.

Atlanta's Social Diva soon attracted names like Lord & Taylor, Random House Publishing, South Beach Group Boutique Hotels, and Bumble and Bumble salons. Expansions into New York and Miami quickly followed, and it wasn't long before her special brand of marketing moxie won the attention of national print and broadcast media. Atlanta's number one party girl has become the de facto Social Director of three major East Coast metropolitan areas.

"Social Diva really does provide a service for our readers, many of whom travel much of the time for business and pleasure. Social Diva's newsletter

gives them information about events and venues in three big cities. They can plan one night or an entire out-of-town trip without leaving their laptops," said Samuel.

Speaking of laptops, Social Diva has recently joined the blogosphere. "Blogging is a wonderful tool to really solidify the Social Diva community. Now people can trade comments back and forth,

give us their two cents on things around town, and let us know about their own cool events and happenings we might have missed."

The Social Diva phenomenon caught the eye of ABC World News, and was featured as the premiere Internet destination for entertainment information in Atlanta, New York and

Miami. Samuel was interviewed by Ron Corning, ABC World News anchor, as an event or service "quality control" expert.

With all her success, Samuel is more than a sassy girl with a flair for shopping, dining and nightlife. With three big cities (and counting), she's only just begun. The next major metro up for a diva makeover is a well-kept secret, but one thing is for certain: Peg Samuel's diva revolution has just begun this forward-thinking fashionista is just warming to the task.

Visit [www.socialdiva.com](http://www.socialdiva.com) for the 411 on the scene here in Atlanta, sign up for the (free) e-newsletter, and read the blog. Maybe you could leave a comment reporting your own diva-worthy thing to do. *Z*



Peg Samuel, a.k.a. Social Diva