

MEET THE GREAT AMERICAN GRANDMA

All About Ally Phillips

GE Appliances' nationwide search for a hip, savvy and connected grandma to represent its brands has culminated with the selection of Ally Phillips of Murrells Inlet, South Carolina. As the GE Appliances "Great American Grandma," Phillips is an advocate for the importance of cooking, cultural and family traditions in the kitchen, as well as a brand ambassador for the company's leading appliances.



A Journey to Inspired Cooking Phillips was born in West Virginia with Bohemian roots that inspire what she refers to as her "Bohemian Bold" cooking style. A mother of five and grandmother of eight, she credits her own mother and grandmother for her love of cooking and bringing family together around the table. Phillips began her professional career in special education, then served as a school psychologist. A recognized expert in learning disabilities and ADHD, she founded her own company that serves children and adults in the Southeast.

When moving to Boston with her husband Ben in 2008, Phillips made a career change, focusing on acting and cooking. She made it to the semifinals in an audition for MasterChef (Season One) and has since won numerous cooking contests. In 2015, she authored a cookbook, *Ally's Kitchen: A Passport for Adventurous Palates*, which was an Amazon Top 100 International best seller. Phillips also produces her own website, www.allyskitchen.com, featuring original recipes and her own photography.

An Experienced Foodie and Grandma Phillips is an avid traveler and uses flavors and recipe ideas from around the globe, believing that the common DNA of all people and cultures is food.

Despite her impressive repertoire as a foodie, Phillips says her grandchildren—who range from 6 months to 28 years old—are her true inspiration. Known to them as "Mama Ally," she enjoys taking family on outdoor adventures, including hiking, fishing and skiing, or just staying home to work on puzzles or play board games. Phillips' grandchildren even help in the kitchen as her sous chefs.

A Perfect Fit for the Job GE Appliances posted the #GreatAmericanGrandma position in January, a part-time role that comes with a \$50,000 salary and five top-of-the-line GE Appliances kitchen products. As the company's Great American Grandma, Phillips emphasizes the importance of cooking and cultural and family traditions through appearances, interviews, events and social content.

[Ally Phillips' video application](#) and videos from more of the nation's greatest grandmas can be found on the company's [Facebook page](#) or at www.GreatAmericanGrandma.com.



AN INFLUENTIAL SOCIAL PRESENCE

Ally Phillips is well-connected on social media, with a robust following of foodie and lifestyle fans. Her platforms include:

FOR MORE INFORMATION, CONTACT:

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