



**FOR IMMEDIATE RELEASE – [OCTOBER 2, 2008]**

**WORKINGMOMLIFELINE.COM COMES ALIVE!!!**

**Working moms and great friends launch  
raw, funny, racy and sometimes tear- jerking website for other working moms**

**BOCA RATON, FL: (October 2, 2008)**—Allison Nazarian and Debbe Taylor had exhausted the Internet looking for web sites that could really impact them. They came up empty when searching for an expansive and meaningful site that was honest and funny, contemporary and clever – and maybe even raunchy. These were approaches and attitudes they believed would make a web site truly touch the working mother.

Sure, many work-life balance sites do address the pressures, juggling and issues women deal with daily. But where was one that gets it across in a way that allows moms to honestly and fully share, laugh at and freak out at the many, many parts that make up their crazy-busy days and lives?

The need for such a web site was the genesis of WorkingMomLifeline.com, an addictive online community that made its debut this month. WML provides a forum for women to share, connect, interact, laugh and learn. The spirited and lively web site is a haven for working moms who need a quick anecdote, a helpful thought, a good chuckle or some serious response to the issues of their day.

WorkingMomLifeline.com isn't the typical balancing act advice source that are a dime a dozen on the Internet," said Taylor, a published photographer, the co-founder of Dream Images Inc. and until last year the vice president of development of a Fort Lauderdale-based commercial real estate company. "We are looking to provide fun and substance, but also to formulate lasting impressions. WML brings humor to the working mom who will readily identify with other moms that contribute to and participate in the site. There are so many things we all have in common, and WorkingMomLifeline.com addresses them all with reliable sources, laughter and valuable insight."

The beauty of WorkingMomLifeline.com is that it allows women to interact as if they were speaking to their best girlfriends – in private and without inhibition.

The site has a fun, creative tool bar with drop-down menus full of helpful and also entertaining information for the working mother. For example, "Get Your Genius" features sub categories in health, wealth, mind, beauty, workplace, being green and even sex. "Grown-Up Stuff" provides links and resources for matters with taxes, family, the Internet, gifts and cool things and kid's health. This menu also allows site visitors to talk about their businesses, read useful articles, learn a new word of the day and lists organizations for families in need. Equally important, the lighter side offers witty and sometimes hilarious sub-sections, including "Video Snickers," "FYI...TMI" "Gratitude Lift" and "Buy the Farm." These comical categories encourage web site visitors to



submit their own anecdotes and memories. Clearly, the concept of sharing is a critical element that provides WorkingMomLifeline with its soul.

“WorkingMomLifeline.com is all about getting what you need when you need it – whether it’s a medical tip for the common cold, good advice about saving for college, or just knowing that someone else had the same problem you have,” said Nazarian, a former journalist and the founder of Get It In Writing, a marketing and copywriting consulting business. “We’re not looking to replace the bonds of friendship that exists between mothers – we’re looking to expand them and to do so with humor that all of us can, at times, forget or lose. The Internet allows the world to be a smaller place – and it’s nice to know that women – and working moms in particular – all over have similar experiences.”

Nazarian noted that checking up on sections such as “Sanity Savers” – quick tips and hints, time savers, mental assist with strategy games, a breathing space photo of a serene location, and a quote of the day – can become addictive. That’s what she and Taylor are hoping to achieve with “Pee-In-Your-Pants-Funny” that has a menu of things to tickle your funny bone, and “Vent It Here,” an R-rated chat room for opinions and a video roundtable open to six women each week.

The depth and breadth of WorkingMomLifeline.com extends even further. Visitors have the opportunity to send e-cards to their friends and loved ones. The Marketplace is replete with fun products, including the whimsical (such as a teddy bear), the practical (a journal just for women) and the comical (funny mugs and refrigerator magnets). The blog offers amusing musings on virtually everything that touches the lives of the working mom – from self-image to teen-age communication to the daily grind. With so much to offer, WorkingMomLifeline also provides a social network among mothers for communication, empathy, wisdom and once again – sharing.

“We know that when women find something they like, they stick to it – from stores to doctors to style,” said Taylor. “We believe that WorkingMomLifeline will become part of the daily lives of many women who find camaraderie, good sense and fun here.”

Both women understand there is no shortage of domestic tips, religious advice and all sorts of helpful-but-not-really-helpful information on everything from work to kids to kitchens, but there are truly none that deliver raw, real, sometimes funny and sometimes thoroughly tear-inducing discussion and commentary between and to all working mothers.

Until now.

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