



**FOR IMMEDIATE RELEASE – [NOVEMBER 1, 2008]**

## **WorkingMom Lifeline.com Taps into Trend for Online Advice for Moms**

*Research shows moms rely on web more than other groups*

WorkingMomLifeline.com, the country's newest web site for working mothers, has tapped into a growing trend among 21<sup>st</sup> Century mothers who see the web as an ideal source for information, advice and sharing. According to a research study conducted by the Center for Media Research, "Nielsen Online reports that (Power Moms) women online ages 25-54 with at least one child are nearly twice as likely as the average Web user to provide frequent advice about Parenting/Family, Non-food Household Products and Beauty/Cosmetics."

"We knew that women were big users of web sites and online information," said Allison Nazarian, who co-founded WorkingMomLifeline.com along with Debbe Taylor. "Our impetus for creating this site was to provide a forum for women that incorporated everything working moms seek and need, including humor and candid talk, in one comprehensive site."

Nazarian cites the recent research from the Center for Media Research as confirmation of what she and other mothers noted anecdotally.

The report included a comment from Chuck Schilling, research director, agency and media analytics for Nielsen Online, that said "... women (are) using online avenues like email, online forums and social networking Web sites... as information seekers and relationship builders. Moms, in particular, look to the Web to connect... for tips and support, and... this group is nearly 25 percent more likely than average to author a blog."

WorkingMomLifeline's distinction, in addition to the important information and advice it provides, is its heaping helping of humor, which is sometimes edgy and always identifiable. "Moms need and want to laugh – a lot," says Debbe Taylor. "Humor is critical in keeping a balanced outlook on life, and we offer tremendous opportunities for grins, giggles and guffaws."

Taylor noted that the research related to "Power Moms" defined as women from 25-54 with a least one child, but that the breadth of WorkingMomLifeline is even greater. "That demographic is certainly a large constituency of our visitors, but younger moms, and even grandmothers that are caregivers to their grandchildren can all relate to the content on WML," said Taylor.

While research shows that Power Moms rely on web sites for a substantial portion of their information intake, Nazarian and Taylor also believe that moms like to offer advice and stories as well. "Women learn from one another, and that's why we have roundtable forums that allow moms to share their experiences. Not everyone has to be a board-



certified expert to provide insight on a parenting or work issue – sometimes, just having ‘been there, done that’ is enough to make you wiser!” said Nazarian.

For more information on the research study by Nielsen Online and the Center For Media Research, log on to [http://www.nielsen-online.com/pr/pr\\_081015.pdf](http://www.nielsen-online.com/pr/pr_081015.pdf)

For more information on WorkingMomLifeline, log on to [www.workingmomlifeline.com](http://www.workingmomlifeline.com).

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