

## New, Locally Launched Web Site Devoted to Working Moms

*By Jennifer Anthony*

Boca Raton – She’s a busy lady, that working mother. She barely has time in her day for a coffee break, let alone a full-scale commiseration with a cadre of like-minded, equally stretched pals. Where, then, can she turn for support? Now, thanks to WorkingMomLifeline.com she can get by with a little help from her cyber friends.

Recently launched by Allison Nazarian and Debbe Taylor of Boca Raton, the site seeks to speak to those feeling the strain, needing a lift or a laugh, or just a place to full-on freak out. It addresses the special type of crazy business that comes with having it all, all at once. It provides a community for those with no time for community. Most of all,



it’s a resource. For instance, the “Get Your Genius” pull-down menu offers a selection of topics, such as health, finance, fitness, and sex and relationships, each of which connect readers with a “Resident Genius” who speaks to issues in that topic that are relevant to a working mother. There is a humor

section (“Pee-in-Your-Pants Funny”), a “Grown-up Stuff” area that provides links to sites concerning less-funny things such as taxes and a “Vent it Here” section that provides visitors with the community aspect such as “R-Rated Chat Room” and places where women can share their “loves” (6-inch flat iron) and “hates” (yeasts infections). WorkingMomLifeline.com is fun, real and forgiving. Kind of like a friend who doesn’t get mad when you don’t call her back.