



SHEKNOWS ANNOUNCES THE 2012 SHEKNOWS PARENTING AWARDS AND CALLS FOR NOMINEES

Submit Your Parenting Nominees Through July 23, 2012

Los Angeles, CA – July 9, 2012 – SheKnows (www.sheknows.com), one of the fastest growing online content and community global destinations for women and a division of Evolve Media Corp., is launching its 2012 Parenting Awards and is calling for nominees. The global destination for women with the latest news on parenting, health, entertainment and more, created the award program to recognize products within the parenting industry for excellence. This year, the awards will span over 75 comprehensive sub-categories that cover everything. From pregnancy essentials to baby gear, eco-toys to tween favorites, our awards spotlight the best items that parents (and kids) love.

Companies that create products and toys that make parents' and children's lives better are invited to nominate their favorite items. Nominations will be accepted between July 9, 2012 and July 23, 2012. To submit a nomination, companies are urged to visit <http://www.sheknows.com/parenting-awards-nominations> and fill out the submission form.

Nominees will be announced on October 1, 2012, at which time fans can vote for their favorite products in the 75 different sub-categories. Voting will close on October 31, 2012, and the winners of the SheKnows 2012 Parenting Awards will be announced in early November. Each category will include a winner that receives the most votes as well as an Editor's Choice selection.

"The SheKnows Parenting Awards are an amazing way to recognize the products that make the lives of parents, parents-to-be and kids better," said Laura Willard, SheKnows Parenting Editor. "Being selected as a nominee is an honor and a testament to the commitment each company has to its customers."

About SheKnows.com:

SheKnows (www.sheknows.com) is the new standard of publishing with its family of female-centric properties and custom programming. It is among the largest online lifestyle communities for women ages 18 to 54, attracting more than 55 million unique visitors (Google Analytics, April 2012), and meets the needs of today's modern woman with information important to her daily life.

SheKnows boasts a stimulating, well-rounded online experience enhanced with Emmy Award-winning SheKnows TV, captivating blogs, celebrity contributors and a vibrant social reach. As one of the fastest-growing destinations on the web, SheKnows is recognized among the top three properties for women.

Recently honored by Forbes as one of the Top 100 Websites for Women and one of the Top 10 Lifestyle Sites for Women, SheKnows also won the OMMA Award for Web Excellence for the second year in a row in 2011. SheKnows has been named the No. 1 site for Family, Parenting and Women's Interests. For advertisers, sponsorship opportunities and creative integration go well beyond the banner and make marketing messages an uninterrupted part of the user experience. The company is based in Scottsdale with offices in New York, Los Angeles and Chicago. SheKnows is part of Atomic Online (www.atomiconline.com), Evolve Media Corp.'s publishing unit.

About the SheKnows Parenting Awards:

Each year, the SheKnows Parenting Awards program (formerly the SheKnows Parents' Choice Awards) seeks out products that have set themselves apart as a leader in the parenting industry. The goal of the awards is to give SheKnows readers all the information they need to make educated decisions in their everyday lives – particularly when it comes to their kids! Nominated products are reviewed by the SheKnows team of editors and hand-picked for quality, functionality, convenience and more. Winners are determined via an organic online voting process open to the public and are announced on the SheKnows website each Fall.

For More Information:

SheKnows

Laura Willard, Parenting Editor
Laura.Willard@SheKnows.com

Evolve Media

Whitney Ashley
Director of Marketing Communications
(310) 449-1890 Ext. 8250
Whitney.Ashley@evolvemediacorp.com