

FOR IMMEDIATE RELEASE

## **SheKnows.com Is A True-Blue Supporter of Autism Speaks**

In honor of Autism Awareness Month, SheKnows.com is going all blue this April as part of the global *Light It Up Blue* initiative  
[www.SheKnows.com](http://www.SheKnows.com)

**Los Angeles, CA (April 3, 2012)** – SheKnows.com, one of the top web destinations for women with more than 55 million unique visitors (Google Analytics, April 2011), continues its support of Autism Speaks this April by lighting up its website in blue – the charity's signature color – as part of the global *Light It Up Blue* initiative. On specific dates in April both the SheKnows.com homepage and parenting pages will be taken over by Autism Speaks blue, and much of the space usually reserved for sponsors will be dedicated to Autism Speaks banners.

In lighting up the site blue, SheKnows joins a number of iconic properties around the world to help raise awareness of autism during April, Autism Awareness Month, and on April 2, United Nations - sanctioned World Autism Awareness Day. The New York Stock Exchange, Paris Stock Exchange, The Empire State Building and many more have shown their support in past years' *Light It Up Blue* campaigns and SheKnows is proud to join them.

"We are passionate supporters of Autism Speaks and the strides they've made in raising awareness of this life-changing disorder," says SheKnows Co-founder and General Manager Kyle Cox. "We're proud to show our solidarity not only with Autism Speaks, but with the millions of SheKnows readers who are impacted by autism everyday, by Lighting It Up Blue for the month."

SheKnows.com's homepage will be taken over by Autism Speaks several days throughout the month of April. During those days, all of the banners and reskins will link directly to the Autism Speaks' *Light It Up Blue* page ([www.LightItUpBlue.org](http://www.LightItUpBlue.org)). In addition, SheKnows is donating a portion of inventory in ROS media across all of SheKnows.com as well as other owned and operated properties to ensure raised awareness and the greatest possible impact.

SheKnows' involvement in Autism Speaks *Light It Up Blue*, designed to "Shine a Light on Autism" is only one example of the many ways the company has supported – and continues to support – Autism Speaks. Most recently, SheKnows launched the *SheKnows Where The Other Sock Went* campaign featuring six-time Grammy Award winning artist Toni Braxton, famed photographer Nigel Barker, and *Project Runway: All Stars*' second runner-up Michael Costello.

### **About SheKnows.com:**

Getting to the heart of what it really means to be a woman, SheKnows ([www.sheknows.com](http://www.sheknows.com)) attracts more than 55 million unique visitors (Google Analytics, April 2011). With editors dedicated to providing daily content for women seeking advice, information and a fresh, fun take on life, the site is among the most authoritative and comprehensive sources for women ages 18 to 54. SheKnows boasts a stimulating, well-rounded online experience enhanced with a vibrant message board community and captivating blogs in addition to free games.

As one of the fastest-growing destinations on the web, SheKnows is recognized among the top 3 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, as well as for the second year in a row SheKnows won the OMMA Award for Web Excellence in 2011 and 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 Los Angeles with offices in New York,

Scottsdale and Chicago. SheKnows is part of AtomicOnline ([www.atomiconline.com](http://www.atomiconline.com)), Evolve Media Corp.'s publishing unit.

**About Autism Speaks:**

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Autism Speaks is the world's leading autism science and advocacy organization. It is dedicated to funding research into the causes, prevention, treatments and a cure for autism; increasing awareness of autism spectrum disorders; and advocating for the needs of individuals with autism and their families. Autism Speaks was founded in February 2005 by Suzanne and Bob Wright, the grandparents of a child with autism. Mr. Wright is the former vice chairman of General Electric and chief executive officer of NBC and NBC Universal. Since its inception, Autism Speaks has committed over \$173 million to research and developing innovative resources for families. Each year *Walk Now for Autism Speaks* events are held in more than 95 cities across North America. To learn more about Autism Speaks, please visit [www.autismspeaks.org](http://www.autismspeaks.org).

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**For more information about SheKnows.com's support of Autism Speaks, details about the site's participation in Light It Up Blue, or to speak with Kyle Cox, please contact Victory Public Relations:**

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