

**\*\*\*Media Alert**



**YOGI AND NEW MOM HILARIA BALDWIN VLOGS WITH SHEKNOWS AS THE NEW FEBRUARY MOMMALOGUER**

**Scottsdale, Ariz. (February 24, 2014)** – [SheKnows](http://SheKnows.com) (SheKnows.com) is thrilled to announce fitness and wellness expert, Hilaria Baldwin as our newest celebrity mom on Mommalogues, the popular and award-winning video blog website published by SheKnows. The site features some of the nation’s most recognized mom bloggers and guest celebrity moms vlogging (video blogging) on a variety of parenting topics.

Baldwin shares many aspects of her life, including her marriage to *30 Rock* star Alec Baldwin and their new six-month old baby girl, Carmen Baldwin. She chats with us about her family and shares advice about balancing her fitness, career, and most importantly, motherhood.

Baldwin is also co-founder of [Yoga Vida](http://YogaVida.com), a yoga studio with two locations, one in Union Square and also in NoHo. Besides co-owning Yoga Vida, Hilaria puts to good use her 17 years of experience and training to instruct and teach both fitness and dance classes.

To learn more about Hilaria and get an inside look at her life as a new mom, wife, and entrepreneur and how beautifully she balances it all visit: <http://mommalogues.sheknows.com>.

**About SheKnows.com:**

SheKnows, LLC is an award-winning women’s media platform and a top lifestyle site with a network of more than 40 million unique visitors per month (comScore 2013). The SheKnows family of sites ranges from entertainment and parenting to beauty and food. Our mission is to connect women’s interests in real-time and in real voices, celebrating the everyday “experts among us.” We enable brands to distribute authentic content and integrated advertising at scale to influence preferences and drive purchases. SheKnows is headquartered in Scottsdale, Arizona, with offices in New York, Los Angeles and Chicago. The company also operates internationally, with sites in Canada, Australia and the United Kingdom.

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