



## **SHEKNOWS ANNOUNCES NOMINEES FOR THE 2011 SHEKNOWS PARENTING AWARDS, OPENS ONLINE VOTING THROUGH OCTOBER 18, 2011**

**Los Angeles, Calif. (September 20, 2011)** – SheKnows.com, an Evolve Media Corp. company, publicly announced this year's nominees for the 2011 SheKnows Parenting Awards this morning. The coveted award recognizes outstanding products in the parenting and pregnancy industry based on functionality, quality and convenience. Winners are chosen by an organic online voting process and will be announced October 25, 2011 on SheKnows.com.

SheKnows ([www.sheknows.com](http://www.sheknows.com)), a top three online lifestyle publication providing women with the latest news on parenting, health, entertainment and more, debuted the awards program last year to recognize products within the parenting industry for excellence. This year's awards include more than 200 nominees in over 50 comprehensive sub-categories that cover everything from strollers and diaper bags to pregnancy essentials and organic baby food.

"The 2011 SheKnows Parenting Awards nominees were chosen because they consistently set the standard for quality when it comes to products used by parents nationwide," said Kyle Cox, Vice President and General Manager of SheKnows. "Our team reviewed hundreds of submissions to create a comprehensive list of products that truly are best in class."

Nominees will also be eligible to win an Editors' Choice Award, which spotlights one specific brand per category chosen exclusively by the SheKnows Editorial Team. Voting is currently underway, readers can access voting by visiting <http://www.sheknows.com/parenting/awards/parenting-awards-2011> and selecting their favorite brands. Voting ends October 18, 2011.

### **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 Woman and one of the Top 10 Lifestyle Sites for women, SheKnows also received the 2010 OMMA Award for Web Excellence 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 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**

Elise Pagnini

(480) 237-7100 Ext. 4122

[Elise.Pagnini@sheknows.com](mailto:Elise.Pagnini@sheknows.com)

**Evolve Media**

Whitney Ashley

Senior Manager of Marketing Communications

(310) 449-1890 Ext. 8250

[Whitney.Ashley@evolvemediacorp.com](mailto:Whitney.Ashley@evolvemediacorp.com)

###