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For Immediate Release

Children's Miracle Network and SheKnows.com Encourage Readers to Help Raise \$1 Million for Sick and Injured Kids in May

SheKnows.com Launches "Give a Miracle, Win Something Magical" Giveaway, Also Introduces New Children's Health Site

SALT LAKE CITY—May 3, 2010—Children's Miracle Network, and SheKnows.com, one of the largest and fastest-growing online women's destinations in the world, are challenging online readers to raise \$1 million for Children's Miracle Network during the month of May. The online fundraiser (<http://www.sheknows.com/donate>) includes a full month of giveaways with a grand prize 5-day trip for four to the Walt Disney World Resort. In addition to the donations and giveaway, the site also launched an all-inclusive new children's health section that features valuable resources and must-know tips for moms.

For every dollar donated to the children's charity May 1-31, donors will automatically receive one entry for the grand prize drawing: a five-day trip to Walt Disney World Resort for four people, as well as the prize of the day, which includes gift certificates to retailers like Smashbox Cosmetics and JCREW, and restaurants such as IHOP and California Pizza Kitchen; as well as other prizes such as tickets to Six Flags theme parks and a portrait package from Picture People.

Each donor will also be able to write a special dedication message and read the dedications of other donors helping to raise funds.

To generate additional awareness for the children's charity that raises funds for 170 of the world's premier pediatric hospitals, SheKnows.com is launching a new section dedicated to children's health, www.SheKnows.com/ChildrensHealth. The site will feature children's health articles, inspirational stories, links to a Kids' Activity Center, and more important tools and resources for moms.

"With this new partnership, our hope is that more women will have access to helpful information about their children's health," said Scott Burt, President and CEO, Children's Miracle Network. "The children's health section of SheKnows.com makes it easy for mothers to help their own children by reading informative articles, and the fundraiser gives them a chance to help other children in need."

"We are excited to be teaming up with such a great organization as Children's Miracle Network to help raise \$1 million for kids in need," stated Alison Bills, managing editor for SheKnows.com. "The SheKnows.com community is a dedicated, active group of women who we know will rise to the occasion for such a great cause."



Hospitals Helping Local Kids #####

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Like all Children's Miracle Network fundraisers, the funds raised from SheKnows.com will help create miracles by funding medical care, research and education that saves and improves the lives of 17 million children treated at Children's Miracle Network hospitals each year.

About SheKnows.com

Getting to the heart of what it really means to be a woman, SheKnows (www.sheknows.com) attracts nearly 45 million unique visitors. With editors dedicated to providing daily content for women seeking advice, information and a fresh, fun take on life, the site is an authoritative source for women ages 18 to 54. The SheKnows audience gains access to exclusive content on entertainment, parenting, health and wellness, money and career, dating, beauty and style and more, and are offered a stimulating, well-rounded online experience enhanced with a vibrant message board community, free games and activities and captivating blogs.

As one of the fastest-growing destinations on the web, SheKnows is consistently one of the top 5 properties for women. For advertisers, opportunities for sponsorship 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), Evolve Media's publishing unit.

About Children's Miracle Network

Children's Miracle Network is an international non-profit organization that raises funds for more than 170 children's hospitals. Countless individuals, organizations and media partners unite with Children's Miracle Network hospitals to help sick and injured kids in local communities. Donations to Children's Miracle Network create miracles by funding medical care, research and education that saves and improves the lives of 17 million children each year. To learn more go to ChildrensMiracleNetwork.org.

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