



SheKnows.com Launches Online “Back To School” Channel

LOS ANGELES, August 11, 2010—SheKnows (www.sheknows.com), one of the fastest growing online content and community global destinations for women, announced today the launch of its Back to School channel.

It's time to breathe a sigh of relief, mom – those kiddos are heading back to school! Whether your kids are entering their first day of kindergarten or off to their first semester of college, SheKnows makes the transition from summer to school simple! The Back to School channel provides mom with helpful resources, tips and information with everything they'll need as they get the kids back in the school routine. With sections that range from Supplies, Studying, Food & Recipes, School Fashion, and College to a section Just for Moms, SheKnows Back to School has you covered.

“SheKnows has created a destination for mom that provides all the tools she needs to ease her family back into school,” stated Alison Bills, Managing Editor of SheKnows. “The Back to School channel includes all the basics such as trendiest back packs, best deals on back-to-school clothes and simple school lunch ideas. It goes a step further to offer mom priceless information like discovering your child's learning style and how to cope with separation anxiety when kids head back to school.”

SheKnows has also partnered with Office Depot for the Supplies, Studying, For Moms, and College sections respectively.

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.

For More Information:

Whitney Ashley
Public Relations Manager
(310) 449-1890 Ext. 250
Whitney.Ashley@evolvemediacorp.com