



SheKnows and P&G Future Friendly Celebrate Earth Day with Second Season of Homergency Series

Eight All New Episodes Feature Home Makeover for Phoenix Man Battling Paralysis

Los Angeles, CA – April 18, 2012 – SheKnows (www.sheknows.com), one of the fastest growing online content and community global destinations for women, announced today the second season of Homergency—an original series based on home makeovers for families in need, produced by the Emmy Award-winning SheKnows TV team. Sponsored by P&G Future Friendly, this season highlights green-friendly home improvement tactics while focusing on the Bundy family, whose home was in desperate need of modification after a bout with cancer left husband, Scott, paralyzed from the waist down.

Heading up the SheKnows home makeover efforts were two seasoned design mavens: Jany Lee, who was recently chosen as one of 10 finalists to be a contestant on HGTV's Design Star and has offered her unique design ideas on Good Morning Texas; and Ryan Johnson, who's worked as a licensed and bonded general contractor for the last ten years while purchasing and renovating homes across the country. With help from community volunteers and businesses, the SheKnows team faced the challenge of not only making major wheelchair-friendly adjustments to the Bundy home in a matter of days, but doing so through sustainable, Earth-friendly options—many of which incorporated P&G Future Friendly products.

While the team was hard at work widening doorways, replacing flooring, painting walls, landscaping the yard with low-water plants and bringing in new energy-efficient appliances, SheKnows treated the Bundy family to a relaxing week at a local resort.

Scott and his wife Stacie were recently faced with a life changing decision when a cancerous tumor reappeared on Scott's spine. In order to stay alive and see his son Jakob grow up, Scott endured a second surgery to cut out a portion of his spine, making him a paraplegic for life. Since the surgery, Scott has been out of work, leaving Stacie as the sole provider for the family.

After a crazy seven days of remodeling—filled with unexpected twists and turns—the Bundys were welcomed home for the emotional reveal, which can only be described by watching the final episode.

"SheKnows could not have been happier with the outcome of this season's Homergency," said Kyle Cox, President and Co-Founder of SheKnows. "In celebration of Earth Day, we wanted to present sustainable remodeling options to our audience, while still focusing on what this series is all about—helping families in need. Having faced so many challenges, the Bundys were a perfect fit and we're grateful to have played such a positive part in their lives."

To watch the complete season of Homergency, click here: <http://www.sheknows.com/sheknowstv/homergency/season-2>.

About SheKnows.com:

Getting to the heart of what it really means to be a woman, SheKnows (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), Evolve Media Corp.'s publishing unit.

For More Information:

Whitney Ashley
Director of Marketing Communications
(310) 449-1890 Ext. 8250
Whitney.Ashley@evolvemediacorp.com

Annie Carone
Public Relations Associate
(310) 449-1890 Ext. 8263
Annie.Carone@evolvemediacorp.com

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