

For Immediate Release



SheKnows Launches 2nd Annual Breast Cancer Awareness Channel

LOS ANGELES, October 1, 2010 — In honor of Breast Cancer Awareness month, SheKnows expands its Breast Cancer Awareness channel to offer even more survival stories, tools and informative health content than last year. Because breast cancer affects all women and families, the mission of this section is to enlighten and empower the SheKnows audience of women with the information they need to help spread the word about Breast Cancer.

The SheKnows Breast Cancer Awareness channel includes:

- More than **60 articles** on breast cancer causes, symptoms, survivor stories, how to help, celebrity supporters and more!
- **Photo Galleries** of both celebrity survivors and everyday women
- Breast Cancer Mythbusters Quiz – A simple reader quiz that separates facts from fiction when it comes to breast cancer
- **Pink Prizes Giveaway** – An exciting opportunity for readers to win \$500 in a variety of pink-themed prizes!
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"SheKnows is excited to continue the efforts of educating and inspiring women and families to help spread the word about breast cancer," stated Alison Bills, managing editor for SheKnows. "With this improved section, readers will find a variety of articles on topics that range from *Training Tips for the Race for the Cure*, *10 Ways to Support Breast Cancer Research*, *How to Support a Friend with Breast Cancer*, *Am I at Risk for Breast Cancer?* and more."

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 (Google Analytics, March 2010). 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. The SheKnows audience gains access to award-winning 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 recognized among the top 3 properties for women. Recently honored with the 2010 OMMA Award for Web Excellence, SheKnows 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's publishing unit.

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