

For Immediate Release

## **SheKnows and RealMomsGuide Launch Reality Web Series,**

Phoenix—June 12<sup>th</sup>, 2009—*SheKnows* ([www.sheknows.com](http://www.sheknows.com)), one of the fastest growing online destinations for women, and *RealMomsGuide* ([www.realmomsguide.com](http://www.realmomsguide.com)) the premier online community for moms, is proud to announce the launch of the reality web series; *Real Moms Guide: Season 1*, which portrays the lives of four very unique mothers.

Distinguished from other sites by its social community and content written by real moms, *Real Moms Guide* offers women a place to connect with other mothers while blogging, exchanging advice, sharing stories, uploading photos and videos and more!

### **Meet the Moms!**

- Meet Vanessa, perfectionist and mother of five children who is quickly learning that perfection does not exist.
- Meet Lindsey, RMG's new mom trying to cope with her son's medical conditions while also dealing with a colicky newborn.
- Meet Dana, mother to a young baby girl. She's a high-powered attorney, presently battling breast cancer and recovering from a double mastectomy.
- Meet Ida, mother of five, who struggles to fulfill her own dreams by going back to school while still caring for her family.

Follow all four mothers through the joy and challenges of motherhood. A new episode will be released every Monday through the end of October. Watch the *Real Mom Guide: Season 1* here:

<http://realmomsguide.sheknows.com/video>

### **The Joys (and Challenges...) of Motherhood**

*"Sometimes motherhood can be an isolating experience. At Real Moms Guide I've connected with so many moms online and those relationships have been my salvation."* relates *SheKnows* co-founder Betsy Bailey.

### **Connect with other moms**

In addition to debuting the *Real Moms Guide: Season 1*, [www.RealMomsGuide.com](http://www.RealMomsGuide.com) gives moms access to printable shopping lists, how-to guides, a recipe database, coupons, monthly cash-prize contests and community groups.

The *Real Moms Guide* community is enjoyed by all types of moms and offers everything from movie reviews, food tips and recipes, advice on relationship, love, sex, parenting tips and much more. It's where all moms belong!

**ABOUT SHEKNOWS:**

Getting to the heart of what it really means to be a woman, SheKnows ([www.sheknows.com](http://www.sheknows.com)) attracts more than 24 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 the 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 10 properties for women, generating over 150 million page views each month. 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 Atomic Online ([www.atomiconline.com](http://www.atomiconline.com)), a diversified online media company.

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