



SheKnows Opens Voting for the 2013 Parenting Awards

Users Can Vote for Their Favorite Products Until Oct. 7

Winners to Be Announced on Nov. 1

SCOTTSDALE, Ariz. and NEW YORK (Sept. 24, 2013) – SheKnows (www.sheknows.com), a top women's media platform, launched voting for its annual [Parenting Awards](#), which recognizes products for parents and children that stand out for their safety, innovation and excellence.

The 2013 awards feature nearly 200 products in 47 subcategories – from pregnancy essentials and nursery must-haves to car seats and strollers – that have been vetted by the SheKnows editorial team. Users can vote online for their favorite product in each category once a day until 11:59 p.m. PT on Monday, October 7. Category winners, along with an Editor's Choice selection, will be revealed as part of SheKnows' "Best-Of" editorial coverage, launching on November 1.

"Our team reviewed hundreds of submissions to find the best of the best for the 2013 SheKnows Parenting Awards. We're excited to present these nominees because they set the standard in excellence for quality and convenience for parents," said Kristin Bustamante, Editorial Director at SheKnows.

To vote or to learn more about the 2013 SheKnows Parenting Awards, visit:

<http://www.sheknows.com/parenting/awards/parenting-awards-2013>.

About SheKnows

SheKnows, LLC is an award-winning women's media platform, and a top lifestyle site with a network of over 40 million unique visitors per month (comScore). The SheKnows family of sites range from entertainment and parenting to beauty and food. Our mission is to connect women's interests in real-time and in real voices, celebrating the everyday "experts among us." We enable brands to distribute authentic content and integrated advertising at scale to influence preferences and drive purchases. SheKnows operates internationally in Canada, Australia and the United Kingdom, has offices in New York, Los Angeles, and Chicago and is headquartered in Scottsdale, Arizona.

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