



SheKnows.com Announces The 2012 “SheKnows Where the Other Sock Went” Campaign

Featuring Grammy Award-Winning Music Icon Toni Braxton, Benefiting Autism Speaks

Los Angeles, CA (February 2, 2012) – SheKnows (www.SheKnows.com) – one of the top three online destinations for women – is proud to kick off their 2012 charity campaign, “SheKnows Where The Other Sock Went” (www.wherestheothersock.com). They are joining forces with Project Runway All Stars designer Michael Costello and six-time Grammy Award-winning music legend Toni Braxton to raise awareness and funds for Autism Speaks, the world’s largest autism and science advocacy organization. Autism Speaks is an organization near and dear to Toni’s heart since her youngest son’s 2003 diagnosis and for which she is spokesperson.

The centerpiece of “SheKnows Where The Other Sock Went” is a high-fashion gown crafted entirely from single socks that Toni will don in a print campaign and that has been designed by Michael Costello, star of the current *Project Runway: All Stars* and season eight runner up. The dress will be unveiled at a star-studded Fashion Week celebration in New York this February, and will be put for auction in the spring, with all of the proceeds benefiting Autism Speaks.

“SheKnows Where The Other Sock Went” is an imaginative campaign designed to channel a relatable, daily event into an analogy for the hurdles families of autistic children, and the children themselves overcome every day. Truly a group effort and passion project for many industry leaders, NYC-based Solo Licensing Corporation has donated all of the socks to make the dress and Addison Taylor Fine Jewelry has created a custom necklace that will adorn Braxton as she models Costello’s design. The necklace, featuring more than 200 diamonds and sapphires, weighing just under eight carats is valued at \$21,000 and will be auctioned off to benefit Autism Speaks.

“We’re honored at the opportunity to take a platform like SheKnows and align with Autism Speaks to bring awareness to the cause,” says SheKnows Vice President Kyle Cox. “The SheKnows community is very passionate about autism with so many of their lives being affected by the disorder in some capacity. We are looking to make a big impact by taking something so relatable to everyday as a missing sock, and transforming it into a unique awareness campaign.

This yearlong campaign will kick off with a celebration and unveiling at Mercedes Benz Fashion Week in New York City February 10. Consumers will also see a print ad campaign featuring Braxton and the dress in their favorite media outlets this year. Finally, the culmination of SheKnows.com’s 2012 “SheKnows Where The Other Sock Went” campaign will be when the dress arrives in Los Angeles and is feted at an event and auctioned off, with all proceeds going to Autism Speaks.

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 Women and one of the Top 10 Lifestyle Sites for women, as well as for the second year in a row SheKnows won the OMMA Award for Web Excellence in 2011 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.

About Autism Speaks

Autism Speaks is the world's largest autism science and advocacy organization. It was founded in February 2005 by Suzanne and Bob Wright, the grandparents of a child with autism. Since its inception, Autism Speaks has made enormous strides, committing over \$160 million to research and developing innovative resources for families. The organization is dedicated to funding research into the causes, prevention, treatments and a cure for autism; increasing awareness of autism spectrum disorders; and advocating for the needs of individuals with autism and their families. In addition to funding research, Autism Speaks has created resources and programs including the Autism Speaks Autism Treatment Network, Autism Speaks' Autism Genetic Resource Exchange and several other scientific and clinical programs. Notable awareness initiatives include the establishment of the annual United Nations-sanctioned World Autism Awareness Day on April 2, which Autism Speaks celebrates through its Light it Up Blue initiative. Also, Autism Speaks award-winning "Learn the Signs" campaign with the Ad Council has received over \$300 million in donated media. Autism Speaks' family resources include the Autism Video Glossary, a 100 Day Kit for newly-diagnosed families, a School Community Tool Kit, a Grandparent's Guide to Autism, and a community grant program. Autism Speaks has played a critical role in securing federal legislation to advance the government's response to autism, and has successfully advocated for insurance reform to cover behavioral treatments in 29 states thus far, with bills pending in an additional 10 states. Each year *Walk Now for Autism Speaks* events are held in more than 80 cities across North America. To learn more about Autism Speaks, please visit www.autismspeaks.org.

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