

**SHEKNOWS ANNOUNCES RAISING RWANDA, IN PARTNERSHIP WITH
FOOD FOR THE HUNGRY**

SheKnows.com Goes to Africa to Raise Awareness for World Hunger

Scottsdale, Ariz. (May 29, 2013) – [SheKnows.com](http://www.sheknows.com), the web’s largest lifestyle site for women, announced an exciting partnership today with [Food for the Hungry](http://www.foodforthehungry.org), an international relief and development organization with operations in more than 20 countries. SheKnows, along with a handful of volunteers from Arizona, ventured to the remote village of Rwimbogo, Rwanda to support Food for the Hungry in the work of creating sustainable solutions to overcome poverty.

Beyond visiting Rwimbogo's elementary schools and churches, establishing relationships with its residents and building homes, SheKnows had the opportunity to extend a unique service: video documentation of the mission through videographer Ted Willis, who represented SheKnows. The result is *Raising Rwanda* (<http://www.sheknows.com/raising-rwanda>) an incredible story of hope that includes custom video and photography.

"The women of Rwimbogo are survivors, steadfast and relentlessly welcoming," said Willis. "The people of Rwimbogo are truly fighting for one another and want to see their community flourish, so it's not uncommon to witness public displays of embrace and support — physical embrace with no hesitancy — because the entire community has stepped up, together."

"Partnership is absolutely essential to the work of Food for the Hungry," said Dave Evans, U.S President for Food for the Hungry. "When we witness SheKnows, Food for the Hungry and a village like Rwimbogo coming together, we know that the hard but rewarding journey of overcoming poverty is underway – and we are so grateful."

About SheKnows

With female-focused content and programming, [SheKnows](http://www.sheknows.com) enables community powered journalists to create and distribute premium content at scale. It is the largest online lifestyle community for women 25-54, with a median age of 34, attracting more than 43 million unique visitors (comScore January 2013). As one of the fastest-growing global destinations on the web, SheKnows boasts a stimulating, well-rounded online experience enhanced with three-time Emmy® Award-winning SheKnows TV, captivating experts, and partnerships with celebrity contributors.

Recently honored by Forbes as one of the Top 100 Websites for Women and one of the Top 10 Lifestyle Sites for Women, [SheKnows.com](http://www.sheknows.com) also received the OMMA Award for Web Excellence

as the No. 1 site for Family, Parenting and Women's Interests two years in a row. For advertisers, sponsorship opportunities and creative integration deliver a seamless user experience.

The company is based in Scottsdale, Ariz., with offices in New York City, Los Angeles and Chicago.

About Food for the Hungry

Founded in 1971, Food for the Hungry provides emergency relief and long-term development programs with operations in more than 20 countries to help the world's most vulnerable people. Learn more by visiting <http://www.fh.org>. Social connections include www.facebook.com/foodforthehungry and www.twitter.com/food4thehungry.

For more information:

SheKnows
Alison Bills
Director of Public Relations
(480) 237-7100 Ext. 4109
alison.bills@sheknows.com

###