



SHEKNOWS.COM ANNOUNCES EXCLUSIVE MEDIA PARTNERSHIP FOR JEWEL'S GREATEST HITS TOUR

Exclusive interviews with Jewel, behind-the-scene photos, the latest news from the tour, a live stream of the June 5th concert, a giveaway for VIP passes and more, all in store for fans at SheKnows.com/jewel.

Scottsdale, Ariz. (June 5, 2013) - SheKnows.com, the web's largest lifestyle site for women, announced a unique partnership today with Jewel as the exclusive media partner to promote the third leg of her Greatest Hits Tour. Jewel kicked off the third leg on May 28th in Friant, Calif., will circle the US and wrap on July 19th in Napa Valley, Calif.

SheKnows has created a custom, exclusive tour hub on the site which houses content about Jewel, news from the tour, exclusive tour photos and a giveaway awarding one lucky winner and three friends VIP passes to meet Jewel and attend the Napa Valley show on July 19th. In addition, SheKnows will be with Jewel backstage before her June 5th show in Beverly Hills for an exclusive interview, and will stream the concert live that night. Fans will also experience a behind-the-scenes, personal perspective on the tour in a fun, engaging and exciting environment on SheKnows.com.

"I'm very excited to partner with SheKnows for the last leg of my Greatest Hits tour," Jewel shares, "Touring is always eventful especially now that I am a mom so it's nice to give not only my fans but other women the chance to go behind the scenes of what takes place as I bring Kase on the road."

Tune in at 7pm PST to catch the live show exclusively at SheKnows.com/jewel!

"We're excited to partner with Jewel on her Greatest Hits Tour to bring SheKnows users and Jewel fans alike exclusive content and tour assets," says Amy Nichols, Senior Director of Marketing for SheKnows. "This is a seamless partnership for both parties and one that aligns well with the SheKnows brand," Nichols went on to say. "It leverages both audiences across online, social, email, mobile, and video syndication."

Jewel will also be featured as the *SheKnows Girl Crush* for the month of July. *SheKnows Girl Crush* is a monthly feature showcasing in-depth interviews spotlighting women that possess certain values, quirks and characteristics that we admire. Check back July 1st at SheKnows.com/girl-crush.

About SheKnows

With female-focused content and programming, [SheKnows](#) 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 35 million unique visitors (comScore April 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](#) 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.

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