



OMM Media Relations

Contact: Mona Colwell

Phone: 641-715-3900 x 94284

Email: media@ourmilkmoney.com

PRESS RELEASE

An Alternative to Daycare and Government Handouts

Valencia, CA. , September 17, 2009: Rather than blaming any one person or political group for the weakened state of the current economy, a more productive method is being made by a new generation of parents across the nation. These moms and dads recognize the great privilege of living in a country that encourages free enterprise and they have chosen to adequately embrace their entrepreneurial spirit by providing everyday services to their communities. This new approach to earning revenue as a means of supporting one's family has become a better option for many moms and dads. Families who otherwise might have struggled to make ends meet have discovered an alternative to expensive daycares and to working long hours away from home. Stay at home parents who opt for self-employment are not only contributing to the family income, they are getting the opportunity to raise their children. Two birds, one stone.

OurMilkMoney.com (<http://www.ourmilkmoney.com>) is a national online business directory that lists a large number of these self-employed parents, so that you can easily find them and make purchases from them. This resourceful website, which could only be created by two stay-at-home moms, is making a meaningful difference in communities across the country. Ally Loprete and Kelli Shand, partners and co-founders of OurMilkMoney.com joined forces in 2008 to establish the site.

"The parent-only business directory has already provided a unique perspective on the current American family, and has brought to light an issue that is of critical importance," says Loprete, "We are aware that President Obama's administration is giving priority to supporting the needs of middle income families, and we applaud them for this effort. However, it is critical for working parents to have a real understanding of what opportunities the government set up for each of us long ago. We are uniting together to provide a valuable solution toward the state of the economy, and toward rebuilding the family unit."

It's a win-win concept. Family operations are a rising influence in the country and hopefully will continue to be a powerful economic force. Parents are able to take control of their priorities and give as much to their families as they would like, rather than give the best of themselves to a corporation that will never be able to promise them the same loyalty or job stability.

"Thanks to the internet, resources are more available than ever before," says Shand. "Most of the time they can be found for little to no charge. Now more than ever, there is a large online community of people looking to support one another in their business endeavors. It's a fantastic shift in possibilities for this generation of parents."

Parents who wish to list their businesses on OurMilkMoney.com will need to fill out an online application and pay an annual membership fee of \$25. For more information, please visit <http://www.ourmilkmoney.com>

About OurMilkMoney.com

Founded in 2008, OurMilkMoney.com provides a valuable service for self-employed parents and consumers to easily connect through a simple online search and is an affordable way for family run businesses to get adequate exposure for the products and services that they offer. The Our Milk Money Organization is dedicated to providing opportunities for parent entrepreneurs, and offers a community of support to parents looking to staying at home with their children while earning revenue for their family. For more information, visit <http://www.ourmilkmoney.com>.