



## OMM Media Relations

Contact: Mona Colwell

Phone: 641-715-3900 x 94284

Email: [media@ourmilkmoney.com](mailto:media@ourmilkmoney.com)

## PRESS RELEASE

### LIVE INTERNET RADIO BROADCAST MOTIVATES PARENTS TO LEAVE THEIR JOBS AND COME HOME

**Valencia, CA., February 11, 2010:** Moms and dads looking to bring at least one parent home to stay with their children at an age when two incomes are vital for a family's survival will find their inspiration through activist and motivator, Ally Loprete, host of This Little Parent Stayed Home, a new live broadcast on Toginet.com Radio. The show is set to premiere on February 19, 2010, and will air each Friday 6-7pm EST.

"Together we are rebuilding a new economy that will support us rather than enslave us" Loprete said. "Never again will we have to choose between raising our children and earning to provide for them. It won't be easy, but it will be worth it."

Being able to afford the luxury of keeping one parent home has become one of the most widely common goals in families across America today, yet most families don't believe it's possible to survive on only one income. This Little Parent Stayed Home speaks to BOTH parents in a way that encourages coming together as a family unit and using one's available resources to adequately provide for their children in the best way possible for the family.

Radio Host Loprete is the founder of OurMilkMoney.com, an online search directory that lists the products and services of self-employed parents in more than 80 cities across the nation. Loprete has used her own passion to create a society where parents are given an alternative to expensive day cares and long hours away from home. Loprete's work has inspired a movement that has parents everywhere realizing their power as consumers, and uniting together to rebuild a broken economy with home based businesses.

This Little Parent Stayed Home compliments Loprete's mission with what she has already created in OurMilkMoney.com. The broadcast takes a fresh and straight forward approach to helping moms and dads realize that there is a better and more economical way to make choices for their families. Through Loprete's effervescent energy, families across the country are offered a solution to regain control of all that feels misplaced in the last few decades. This Little Parent... is a concept that allows parents to adequately embrace their family values and their entrepreneurial spirit by joining thousands of others who are contributing to a vibrant change. No other program dares to be as brutally honest about what to expect, yet inspires parents to take the boldest risks of their lives.

This Little Parent... offers "no-brainer" tutorials that will reveal how one will be able to give up a corporate salary, and supplement the household revenue by offering the skills already honed. Loprete will cover important issues such as how to work as a family unit, how to discover untapped resources in one's own community, how to start a business for under \$200, and everyone's favorite: how to manage one's time between building a new business, providing for a family, and taking much needed time to recharge each day.

Listeners will learn how to survive on a fixed budget and work around additional expenses simply by getting creative. It is a realistic, no-nonsense, tell-it-like-it-is method that promises to have its audience laughing and crying, surviving while struggling, and hammering away at the hardships as they travel through one of the greatest journeys of their life. "My goal is to empower and unite parents who have decided to take a leap of faith into a double career with longer hours and half the pay simply because of the love they have for their children." Loprete adds. She has invited parent entrepreneurs across the country, and the members of OurMilkMoney.com to share their stories of struggle and success. Callers with specific questions will be coached on the air.

**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>.

**About This Little Parent Stayed Home:** Premieres Friday, February 19, 2010 and will air each Friday 3pm-4pm PST and 6pm-7pm EST on Toginet.com, a Live internet broadcast. The show will also be available for download on itunes.