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## PRESS RELEASE

### **The New All-American Family: Different than What Our Parents Told Us**

*Parents of the Our Milk Money Organization are embracing "change" as their primary hope for a brighter future, and are beginning to see the rainbow at the end of the storm.*

**Valencia , CA. , November 23, 2009:** Defining a typical family with a simple description is no longer possible, as it may have been several decades ago. These days, families are being redefined by what works for them as a means of survival. There are those that oppose the unfamiliar, and those that embrace it, which is what the members of OurMilkMoney.com are doing when they list their business in the online directory, and agree to support one another as parents and entrepreneurs.

Not long ago women were fighting to prove they could continue to excel in their corporate careers once entering motherhood. But now that they have proven they are capable, it no longer seems to be as much of a priority. Both Moms and Dads are finding that they don't want to miss out on being present in their children's lives. Due to the economic climate it has become nearly impossible for an average American family to survive on a single income, and with the cost of day-care threatening to eat up nearly half of the household revenue, parents need to get creative. The current trend for many new families is an old-fashioned priority to keep one parent at home as an alternative to giving up such a large percentage of the household wages toward childcare.

Chris Mancini, a work-at-home dad and member of OurMilkMoney.com, brings his daughter to daycare, then remains at home and works while taking care of his one-year old son. "It's because of the high cost of childcare," Mancini said. "One we can afford. Two? That is pushing it."

The difference is that stay-at-home parents of today are taking on more than twice the work load than in decades of the past. Parents are running full-time companies, many times without the help of a staff, raising their kids without additional childcare support, and maintaining a household. "We want to make it just a little bit easier for these remarkable parents," said Ally Loprete, Co-Founder of OurMilkMoney.com. "Parents have had to become near invincible to achieve the same way of life as their parents before them. Everything from paying for college to keeping our children safe is twice as hard as our parents told us it would be. We wanted modern moms and dads to feel supported, at the very least, by one another."

The parents involved in OurMilkMoney.com are patting themselves on the back for what has been accomplished in the organization and for the innovations that are activating a brighter future for their children. "The goals of OurMilkMoney.com are simple and well directed," said Karen Kanefsky, Senior Manager of Sendperfectcards.com. "I believe they are meeting those goals for many including myself."

The organization projects that this "challenging" time may very well be an opportunity to rebuild an even better tomorrow for families and for new generations to come. Thanks to a radical time of ground-breaking technology, new forms of mass communication, and the insurgence of free-enterprise, parents are taking advantage.

"Our Milk Money has done a fantastic job of bringing together a diverse collection of businesses that are all focused on supporting their families." said Melanie McShane, a stay-at-home mom and Realtor in the San Fernando Valley, "Finding an organization that is focused on helping families through the tough times is critically important."

In this new world of internet and intra-personal communication, there is still a force that binds parents together: the love they have for their children. "We have only just begun to realize the power we have as consumers and what we are able to accomplish by uniting together as parents and entrepreneurs," added Loprete. "The Parents of OurMilkMoney.com are contributing to a historic opportunity. They are empowering one another, and creating new family models. It's something to be proud of."

#### **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>.