



OMM Media Relations

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PRESS RELEASE

Families to Rebuild the Small Business Economy During the Holidays.

Parents of the Our Milk Money Organization are working together to help their own situations by supporting family-run businesses.

Valencia , CA. , December 4, 2009: Small business for 2009 seems to be spreading like wildfire these days, but more prominent is the movement that this trend seems to be inspiring for parents who are earning some extra revenue to afford staying at home with their children as an alternative to daycare.

Parents of the Our Milk Money Organization, or POMMOs, have agreed to use their power as consumers and the OurMilkMoney.com business directory, where many of their own small businesses are listed, for the majority of their holiday shopping. In addition, many of the members have taken the initiative to the next level by asking their personal friends and family to use the directory to make any holiday purchases for them personally.

“My family always spends a lot on each other during the holidays, and to make things simpler, we traditionally exchange holiday wish lists so as not to duplicate gifts for one another.” Says Ally Loprete, Co-Founder of OurMilkMoney.com, “When I thought about what I wanted this year, all I could think about was all the great products that were being offered in our parent-only online business directory. I realized nothing would make me happier than receiving gifts that were purchased from these family owned businesses.”

For the members whose families do something similar, it was easy for them to join in on this very simple task. Members who wished to participate in this new holiday revolution, were given a letter as a template to send out to friends and family. The idea behind this effort is to support parents everywhere who are working hard to bring in extra revenue for their families by adding their products and services to holiday wish lists.

“2009 has been a very challenging year for so many families across the nation,” Adds Loprete, “but the year is not over yet, and the holidays are a perfect time to inspire forward motions of change.”

Several members responded that they were happy to give in a way that will contribute to more opportunities for their own families, as well as someone else’s. “I have friends from every demographic who are using OMM to do their shopping because they know they are supporting people like me.” Said Liz Saller, Stay-at-home mom and owner of MyOr-greenics.

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

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>.