



**OMM Media Relations**  
Contact: Mona Colwell  
Phone: 641-715-3900 x 94284  
Email: [media@ourmilkmoney.com](mailto:media@ourmilkmoney.com)

## PRESS RELEASE

### FED UP WITH THE CURRENT ECONOMY, THESE PARENTS ARE CREATING THEIR OWN

**Valencia, CA. , September 30, 2009:** Worn out from the rising costs of living and trying to make ends meet, a new generation of parent entrepreneurs has launched millions of tiny companies differing from businesses of the past. According to some recent data by the U.S. Census Bureau, an average of 2,356 people go into business for themselves every day. A shocking majority of them are parents.

In today's world of expensive preschools and jumbo mortgages, families are no longer able to afford to live on one income. It's not just a matter of inconvenience. Families have already made cuts to the household budgets by eating out less, driving less expensive cars and paying off debts. No matter how you look at it, one income is simply not enough for the average American family to survive. As a result, both parents are responsible for bringing in revenue. But rather than both mom and dad working outside of the home, some families have discovered that there is a better and more economical way.

The solution just might be a new concept brought about by OurMilkMoney.com (<http://www.ourmilkmoney.com>), a community resource for families looking to make a change. "It's not just about business networking," says co-founder Kelli Shand, "These parents are making a conscious effort to change their spending habits. They know the value of the products and services that are being offered and they are choosing to support the businesses that are being run by other families."

By purchasing each others products and services, the members of the OurMilkMoney.com business directory are passing every day funds back and forth, creating a mini-economy that is supporting itself.

"We believe that OurMilkMoney.com is a solution for families across the country to regain control of all that feels misplaced in the last few decades," adds Ally Loprete, Shand's co-founder and business partner. "This concept has allowed us to adequately embrace our family values and our entrepreneurial spirit. We are contributing to a vibrant change in the choices we make as consumers while appreciating the value of what we are purchasing, and who we give our business to."

Could this be the solution to rebuilding the economy and bringing back good old fashioned customer service? This community of parents seems to think so. "As a consumer, I look forward to supporting other parents by using products and services listed on OurMilkMoney.com," says Natasha Duswalt, owner of Peak Models and Talent, "and as a business owner I am proud to be a part of something I know will benefit the most wonderful aspect of everyone's lives...family."

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>.