



## OMM Media Relations

Contact: Mona Colwell

Phone: 641-715-3900 x 94284

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

## PRESS RELEASE

### **OURMILKMONEY.COM PROVIDES THE MISSING LINK BETWEEN SELF-EMPLOYMENT AND CONSUMERISM**

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

**Valencia , CA., December 18, 2009:** Parents are taking control of their family's financial future with self-employment and new purchasing philosophies. OurMilkMoney.com plays a large role in the nationwide movement by encouraging parents to rebuild the economic climate and to make specific changes in their spending habits.

Before there was even a hint of a nation-wide recession, the average American household had been unable to survive on a single income for the last two decades, resulting in both parents working outside of the home, an overcrowding of day-cares, and a breakdown in the family unit. Since then, there has been a new economic shift, contributing to a large surge in the number of home businesses. Currently, more than 6.6 million homes are contributing to at least 50% of the overall household revenue, employing more people in the U.S. than companies that are backed by venture capitalists. Since so many parents have discovered a way to bring in that extra revenue without having to leave their homes, parents are once again able to provide their own source of childcare, similar to the days when only one income was needed to survive.

OurMilkMoney.com is a resource that aims to ensure the success of these small and individually owned businesses. By becoming the largest database of family owned and operated business on the internet today, the business directory provides the consumer with an effortless way of accessing these parent-owned businesses, locally and nationally, just as efficiently as conducting any online search.

“Our biggest goal is to educate the average consumer on the value of purchasing from a self-employed parent, as opposed to purchasing from large corporations,” said Ally Loprete, Co-Founder of OurMilkMoney.com “These small businesses are making it possible for parents to once again become the sole care-takers of their children. There is nothing more valuable than that.”

Members of OurMilkMoney.com lead by example by purchasing each other's products and services, and passing the family funds back and forth to create a mini-economy. “As a mother of two young boys and a stay-at-home business owner, it's important to know that when I'm purchasing from a company featured on the site, I'm also helping to support their loved ones.” Says Jen Parker, member of OurMilkMoney.com and owner of Jen Parker Photography, “Behind every company listed on the site is a stay-at-home parent who is choosing to stay home and raise their children.”

The commitment to one another is paying off, as members are benefitting. “Thanks to OurMilkMoney.com, we are able to have one parent stay home full time.” said Theresa Stauffer, Owner of California Kids Consignment, “The income from my business is supplemental, but it allows us to pay for summer camp, and other activities for the kids.”

Less than 2 years from it's original launch, OurMilkMoney.com has already seen a significant increase in the involvement of its members. “We are proud to see so many individuals who are on board with our mission,” Loprete adds, “We owe a large portion of our success to the members themselves. They have made a commitment to making purchases from one another, and it is making an impact.”

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. Using the directory to search for a product or service is free to the public.

#### **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>.