



## OMM Media Relations

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## PRESS RELEASE

### **OurMilkMoney.com Gives Away Products and Services Donated by Self-Employed Parents on National Podcast**

**Valencia, CA- March 6, 2010-** Last month **OurMilkMoney.com**, the premier business directory for self-employed parents, announced the launch of the podcast on Toginet's This Little Parent Stayed Home -- in which more than 70 prize giveaways will take place. Each product or service has been donated by one of the members of the **OurMilkMoney.com** business directory in an effort to increase awareness of the organization's mission.

The average American family is unable to survive on less than 2 incomes in today's economy. Child care expenses account for 14 percent of a family's average budget and are often the second-highest monthly household expense behind mortgage or rent payments. For this reason, **The Parents of the Our Milk Money Organization** (aka, POMMOs) have joined together in support of a new society where stay-at-home parents are able to earn that second income from a home based business.

"This is about choice," said **OurMilkMoney.com** CEO and Founder, Ally Loprete. "Parents are feeling enslaved by the stability of their corporate salaries and are looking for a way out. **OurMilkMoney.com** is running a campaign to bring attention to the self-employed parents who are providing a product or service out of their homes. Its important that we do what we can to support these parents and their choice to earn an income from their homes."

It began on February 19, when the podcast **This Little Parent Stayed Home** aired on **Toginet.com** radio, and will be ongoing. **OurMilkMoney.com** welcomes all listeners, parents or not, to register to win a prize by visiting **OurMilkMoney.com** and filling out a one-time registration form. Each week, several prizes will be given away and announced live on the air, 6:00pm EST.

"This is an excellent way for me to help represent all the products and services that are being offered online or in communities across the country." Says Loprete. "My goal is to bring awareness to the value of making a purchase from a self-employed parent. The moms and dads listed on the business directory are some of the most hardworking and dedicated professionals I have ever had the pleasure of knowing. They deserve to be rewarded for their efforts."

With the American economy in the middle of its seventh consecutive quarter in recession, many families are torn between providing for their children and caring for their children. Recent research shows nearly half of all parents are concerned the economy will force them to make changes that negatively impact the quality of their current care giving arrangements. As families look for new child care solutions, they face tough choices a while weighing the costs of working versus coming home.

**OurMilkMoney.com's This Little Parent Stayed Home** helps families to realistically make changes in their lifestyle, realize the potential for earning a supplemental income from home, and take a much needed leap of faith into taking control of their situations. Consumers who want to support the POMMOs can search the directory by nearly 80 cities, industry and keywords to find products and services offered by a stay-at-home parent in their area.

**About OurMilkMoney.com:** Founded in 2008, **OurMilkMoney.com** provides a valuable service for self-employed parents and consumers to easily connect through a simple on line 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:** Part of the new HerInsight Radio Group, offering inspirational voices from everyday life, **This Little Parent Stayed Home** takes a fresh and straight forward approach to helping moms and dads to realize that there is a better and more economical way by speaking to both parents in a way that encourages coming together as a family unit and using ones own resources to be able to adequately provide for the children in the best way possible for the family. The show airs each Friday, at 6pm-7pm EST and 3pm-4pm PST on **Toginet.com**, a Live Internet broadcast. The show is also available for download on itunes. For more information, visit <http://www.thislittleparent.com>.