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FOR IMMEDIATE RELEASE

**Online Parenting Resource, Bundles Of Joy.org,
Launches New Look & Feel To Better Serve Audiences**

May 3, 2004 – RALEIGH, NC – Parents familiar with the terms SAHM (stay-at-home mom) and WAHM (work-at-home mom) are common visitors to an online parenting resource called **Bundles Of Joy.org**. Born in one mom’s living room in early 2002, the site is an arena for moms and dads to share the trials and tribulations of parenthood – particularly the ones who stay- or work-at-home at least part-time. For the site’s second birthday, it has received a significant facelift and now offers advertisers and readers more streamlined functionality with a sleek new look.

The content readers have come to love remains, but new features like “*Ask Mom*” and a “*Company Store*” have been added along with seamless and secure online advertising order processes. Site publisher and work-at-home mom Kristy Stevenson elaborates: “We looked at the site from the perspective of a potential advertiser and reinvented ourselves a bit. In the process, we’ve improved things for our readers as well.” With ad rates and packages to accommodate any budget, **Bundles Of Joy.org** meets the needs of small business owners as well as large family-friendly corporations.

“Our readers are family oriented and require a certain standard from the material we present and the advertisers we recruit,” said Stevenson. Regular contests and their exclusive Playgroup Finder, two of the site’s most popular features, remain prominent. **Bundles Of Joy.org** invites communities to visit their new and improved site.

Created by parents, for parents, **Bundles Of Joy.org** reaches a demographic of men and women who are committed to family. They may be first-time moms running on empty, career women transitioning from power lunches to peanut butter sandwiches, dads who may once have been the breadwinners of the family but now spend quality time at home, or seasoned parents who have done it all and just want to connect with others and perhaps share the wisdom of their experience. To join their online mailing list or customize an ad campaign, visit www.bundlesofjoy.org. For more information on any of the website features, contact the site administrator by sending email to admin@bundlesofjoy.org.

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