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New Parenting Magazine Focuses on the Unique Lifestyle Issues Mothers Face

***“American Moms”* the magazine serves the needs of new mothers, mature mothers, stepmothers, single mothers, and all caregivers as they try to find balance in their challenging lives.**

Brentwood, TN, March 9, 2007. Attention American Moms: Sonja Mallery knows exactly how you feel. And as editor-in-chief of the new *American Moms the magazine*, she’s going to make sure the life-changing event of motherhood gets the full treatment.

“There’s almost no way to accurately describe motherhood until you experience it yourself” says Mallery “it’s an incredible experience, and one that presents many, many challenges – especially today. And *American Moms* is here to help modern mothers meet those challenges head on.”

American Moms magazine launches summer 2007, and is dedicated to helping mothers from all walks of life achieve balance and inspiration on the journey that is motherhood. *American Moms the magazine* will also touch on **all** lifestyle circumstances mothers can face; from young first-time mothers to the challenges a more mature mother faces to single mother issues to coping with blended families.

The magazine will be available in print form on newsstands, by subscription, and portions are also available online at www.americanmoms.com.

Mallery went on to further describe the magazine’s intent: “We’re dedicated to bringing wisdom, wit, perspective, and support to *today’s* moms. We want to inform you, inspire you, and help you be true to both your family, and yourself.”

“It’s all about achieving a happy, positive balance in your life. Besides being mothers, we’re also wives, girlfriends, partners, lovers, employees, friends, and neighbors.” added Mallery.

Motherhood has changed notably over the past several decades. Many of today’s mothers deal with a myriad of issues that their forbearers likely did not have to face. Issues like stay at home vs. career, step-children, older children coming back home, single parenthood, divorce, dating when your kids are young, etc. American Moms will focus on the unique issues facing today’s moms, and do it in a decidedly direct fashion.

“We’re about offering solutions to these issues” says Mallery “not just analyzing them. We want to inform AND help.”

Besides lifestyle issues, *American Moms the magazine* will also offer plenty of advice on vacations, finances, cooking, family activities, health and beauty, new products,

and just about any other issue a mother will find interesting. In addition, advertisers looking to reach American Mothers now have a ready-made vehicle specifically for them.

Printed quarterly, the target readership of *American Moms* is its namesake. From first time mothers to experienced moms with a minivan full of kids, *American Moms* offers something for everyone.

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American Moms the magazine focuses on the issues all mothers face. Whether it's a new mom facing sleepless nights for the first time to a mature mother trying to achieve work / life balance with a blended family (or anything in between), American Moms is there to inform, comfort, and help guide mothers every step of the way. For more information on *American Moms the magazine*, please contact Sonja Mallery at (615.456.1335) or (Sonja@americanmoms.com). You can also visit American Moms online at www.americanmoms.com. In addition, advertisers can download a media kit at the website.