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For: Immediate Release

Tidewater Parent Magazine Launches New Initiative!

Norfolk, Virginia: *Tidewater Parent Magazine*, the news and information resource for Hampton Roads families is proud to announce a new product, targeting local moms! In an effort to keep up with changes in our industry and to engage local moms even more, MyTidewaterMoms.com is now live! MyTidewaterMoms.com will be jointly powered with HamptonRoads.com and Pilotonline.com -- their network of sites receive over 13 million page views monthly.

According to **Editor-in-Chief, Jennifer O'Donnell**, "The popularity of social networking is the latest trend – not only locally – but around the world. We want to reach moms-to-be, moms of the new generations and successfully connect and communicate with women – the substance of our communities." Social media sites continue to attract record numbers; the on-line community is, in fact, a community in the truest sense. MyTidewaterMoms.com will be the largest social-networking/community site in the Hampton Roads market. As the world's original social networkers, moms are connecting on shared interests, passions, challenges and local geography. **O'Donnell** is also pleased to announce the appointment of **Kristen De Deyn Kirk** as Editor and Producer. Kristen, a longtime contributing writer for *Tidewater Parent* and a Foundation for Child Development Fellow in the University of Maryland's Child and Family Policy Fellowship program. She was managing editor of *Port Folio Weekly* from 1997-2007.

MyTidewaterMoms.com will also be positioned as a free, ultimate go-to website offering appropriate articles and news for parents. Since this site is based on social-networking and community involvement, we invite you to join us and interact with the site. We encourage you to send us your 'family-friendly' events and articles to us at www.mytidewatermoms.com. Register on-line at www.MyTidewaterMoms.com and win exciting prizes! Call 222-3905 for details.