



Hybrid Mom Consulting & Media Group Expands Its Mission to Support Today's Moms; New Initiative Paves the Way for Mom Bloggers to Grow Their Online Businesses and Offers

Hybrid Mom is the only multi-platform network 100% focused on today's mom market. Delivering fully integrated marketing programs that engage moms in meaningful ways is their number one goal. Hybrid Mom Consulting, Hybrid Mom Magazine, Hybridmom.com and the Hybrid Mom Bloggers Network. One Market. One Network. Countless solutions to reach today's moms.

St. James, NY, May 02, 2008 --(PR.com)-- Hybrid Mom unveils today the Hybrid Mom Bloggers Network; a partnership with the Mom Bloggers Club, a leading social networking site of over 400 active mom bloggers.

The Hybrid Mom Bloggers Network will offer mom bloggers an unprecedented opportunity to connect with top marketers, increase visibility and drive traffic to their blogs. "Moms have become one of the most desirable demographics online and Mom Bloggers Club members are among the most influential, tech savvy and vocal advocates of products and services", according to Jennifer James, the creator of the Mom Bloggers Club and Hybrid Mom's Web Site Director. As one of the most noted and respected mom bloggers in the country, Jennifer's experience includes blogging for Capessa.com, (Proctor and Gamble), Mom Logic, Club Mom and Pull-Ups. "Jennifer has a unique understanding of the mom blogger community and how marketers can build meaningful relationships with moms," added Meryl Otis Kessler, Publisher of Hybrid Mom Media.

The Hybrid Mom Bloggers Network will focus on achieving specific marketing objectives such as building brands through product reviews and sampling, instant reactions to new products and services, ad campaigns, polling and focus groups. "The Hybrid Mom Bloggers Network is a natural outgrowth of the core values and principles our company was built on," according to Stacey Smith, Founder and CEO of Hybrid Mom Consulting & Media Group. Hybrid Mom is dedicated to supporting and championing a new generation of moms—those who are redefining their roles in order to enhance the quality of how they work, play and live without sacrificing their families. Moms are resisting traditional career and life models and Hybrid Mom Consulting is unrivaled in its commitment to helping them explore new ways to pursue their career aspirations.

"We recognize and respect the talent and efforts of mom bloggers and value the important role they play in the mom market," Smith added. Hybrid Mom is taking a unique approach and will compensate its members. Blogging is a profession for many moms and has emerged as a powerful segment of the mompreneur workplace. The Hybrid Mom Bloggers Network has the highest standards in honesty, accuracy and transparency.

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For more information on the Hybrid Mom Bloggers Network [Click Here](#)

About Hybrid Mom Consulting & Media Group

Hybrid Mom Consulting & Media Group is dedicated to supporting and championing a new generation of moms-those who seek to redefine their roles and enhance the quality of how they work, play and live, without sacrificing their families. Hybrid Mom Consulting division provides mom-owned businesses with access to highly qualified, career-trained mom consultants. This unique partnership enables moms to have the freedom and flexibility to enjoy their profession and experience the rewards of family life. Hybrid Mom Media is dedicated to today's Moms. These women are no longer choosing between a successful career or a successful family life, but rather integrating their many aspirations for the purpose of achieving a balanced life. Hybrid Mom magazine and hybridmom.com's editorial content reflects a voice of friendship, rather than an expert and focuses on the "real world" of this new generation of Moms. Hybrid Mom provides insight and intelligence, practical tools and strategies to guide today's Moms in their quest to work, play and live without sacrificing their families. Hybrid Mom is published quarterly.

Let's all do our part in promoting the Hybrid Mom Revolution.

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For more information on Hybrid Mom... <http://www.hybridmom.com>

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