

PRSA-NEW YORK CHAPTER PRESENTS

# Mother Knows Best: Meet the Mommy Media

**Wednesday,  
December 3, 2008**

**5:30 PM - 6:30 PM  
(Wine & Cheese Reception)**

**6:30 PM - 8:00 PM  
(Program)**

**Fleishman-Hillard, Inc.  
220 E. 42nd Street  
11th Floor  
New York, NY 10017  
(Between 2nd & 3rd Avenues)**

**REGISTER ONLINE @  
www.prsany.org**

or

**FAX completed  
registration to  
973-575-1445**

**Mail payment to: PRSA-NY**

The fastest growing Web sites are geared primarily to women. An internet tracking company, comScore, showed a record of 84 million visitors to sites targeting the woman consumer in July this year. With women accounting for over half the population and moms as the decision makers of household purchases, it's crucial that PR professionals include Mommy Bloggers as part of their media outreach to ensure successful programs for their clients.

On Wednesday, December 3rd, join several influential Mommy Bloggers to get an inside look on how to reach and foster relationships with them on behalf of your clients. Join the growing trend with Sarah Caron, Voice of Mom; Kimberly Coleman, Mom in the City; Stacy DeBroff, Mom Central; Nicole Feliciano, Mom Trends; and Victoria Pericon, Savvy Mommy. Moderating this panel is Heidi Hovland, Co-Chair of Fleishman-Hillard's Marketing to Moms practice group and Senior Vice President/Senior Partner Director Marketing Communications.

**Our panelists include:**

**Sarah Caron**  
Voice of Mom

**Kimberly Coleman**  
Mom in the City

**Stacy DeBroff**  
Mom Central

**Nicole Feliciano**  
Mom Trends

**Victoria Pericon**  
Savvy Mommy

**Moderator:**

**Heidi Hovland**  
Co-Chair, Marketing to Moms practice group and Senior VP/Senior Partner Dir. Marketing Communications  
Fleishman-Hillard, Inc.

**PRSA-New York gratefully  
acknowledges  
Fleishman-Hillard, Inc.**

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**Members \$55.....Non-members \$75.....Students \$25**

**\*Students will be required to present student ID when they arrive.  
A fee of \$5 is added to these amounts for on-site registration**



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**REGISTRATION IS AVAILABLE ONLINE AT WWW.PRSANY.ORG**

Reservations and cancellations will be accepted until noon on Monday, December 1, 2008, and must be submitted in writing. If you do not cancel by the deadline you remain responsible for the registration fee.