



## FOR IMMEDIATE RELEASE

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## CAFEMOM STUDIOS LAUNCHES NEWEST SEASON OF POPULAR YOUTUBE CHANNEL

### ***CafeMom Studios' Newest Season Will Bring Moms Everything from Unique Mom Perspectives on the Elections to Military Chef-Approved Dinnertime Solutions***

New York, NY (August 21, 2012) – [CafeMom](http://CafeMom.com), the number one site for moms with more than nine million monthly unique visitors, announces [CafeMom Studios](http://CafeMom Studios)' third season of programming. This season will have 13 shows, including four new series, featuring a wide variety of topics moms care about and a mixture of mom personalities ranging from popular mom blogger Kristen Chase, to real moms from the CafeMom community with extraordinary stories.

The CafeMom Studios channel launched in January 2012 as part of YouTube's Original Channel initiative, and has already launched more than 400 episodes from more than 20 series. Recent programming highlights include the Moms Matter 2012 Road Trip, where CafeMom Election Correspondent Lindsay Ferrier traveled to swing states to report on issues that moms care about most; "It's Cancer, Baby," the inspiring story of mom Joanna Montgomery and her journey battling cancer as a new mother; and challenging an average guy to the daily mom feat of making a PB&J sandwich while holding a squirming baby in "Mom vs. Man."

"We are excited to be bringing back some of our past hits this season, as well as introducing some new amazing mom voices to the mix," said Tracy Odell, executive vice president for CafeMom. "This season offers a wide representation of moms, revealing the diversity of motherhood."

The season will launch in two waves – the first launching the week of August 20, 2012, and the second starting in October. Programs for this season are described below (in alphabetical order).

- **"CafeMom Studios Workout"** is hosted by fitness instructor Chana Balk, who has designed a series of three 30-minute boot-camp style fitness classes to help strengthen your body, condition your core, and get your heart rate going!
- **"Coffee Shop Confessions"** is back by popular demand, bringing the most popular (and infamous) mom confessions to video with dramatic re-enactments and commentary from Host Kristen Chase and our parent panel featuring Tia Dionne Hodge-Jones, Julia Knight and Simon MacLean.

- **“The Daily Stir”** is a daily program hosted by editors from The Stir that brings fresh perspectives on what’s buzzing for moms. From parenting to entertainment, celebrities, and style, “The Daily Stir” talks about what moms are talking about.
- **“Dinner Boot Camp”** is hosted by the U.S. Army's finest chef, Sergeant First Class Rene Marquis (CEC ®, CCE ®, CCA ™, AAC ® / AAC Military Regional Director), who rescues moms from boring mealtimes and puts them through dinner boot camp.
- **“How to Be a Mom”** is hosted by TV personality, comedian and mom blogger, Daphne Brogdon, and offers a satirical definitive guide on how to be a mom. From potty training, connecting with your teen, and surviving the morning dash, Daphne’s rules on being a mom will show just how funny motherhood can be.
- **“I’ll Take that Dare – Job Edition”** is back with host and mom blogger Lindsay Ferrier, and this time she is tackling all kinds of jobs. From zoo keeper to roller derby girl to ghost hunter... Lindsay will take that dare!
- **“The Jenny Isenman Show”** is hosted by mom blogger and child of the 80’s, Jenny Isenman. From aging, sex, fitness, dating, and beauty myths, Jenny tackles current day topics geared to Gen X moms.
- **“The Karen Walrond Show”** is hosted by award-winning lifestyle, travel, inspiration and photo blogger Karen Walrond. In this show, she speaks with moms and experts about her belief that what makes us different makes us beautiful -- and may even be the source of our superpowers.
- **“Mom vs. Man”** returns with host Lauren O’Quinn, who is back to put men through the hoops! Nothing ticks off a mom like a guy who thinks her job is easy and Lauren O’Quinn is on a mission to challenge average guys to do the "simple" tasks moms tackle every day.
- **“Moms Behind Bars”** goes behind the scenes at women’s prisons and shares the compelling stories of moms who are parenting from jail. From a mom with an infant daughter living in her cell to a mom who has been in prison her kids’ entire lives, this show examines the unique challenges of motherhood from behind bars.
- **“Moms Matter 2012”** is an ongoing part of CafeMom’s non-partisan initiative to help moms get informed, get activated, and have their voices heard in the 2012 elections. This show features lively debate and engaging conversation to educate, inspire and empower mothers as the presidential campaign unfolds.
- **“¡Oye! With Johanna Torres”** returns for a third season with Johanna Torres, Editor in Chief of MamásLatinas.com. Join Johanna and her guests for girl talk (and some talk with the boys too!) about celebrities, sex, marriage, careers, parenting, cultural stereotypes and more - all from a Latina perspective.

- **“The Real Moms of CafeMom”** returns, profiling CafeMom regulars with extraordinary stories, interests, and characteristics. This show puts faces to the screen names, and shows you the real women behind the avatars.

View episodes and subscribe to CafeMom Studios at: <http://www.youtube.com/cafemomstudios>.

#### **About CafeMom Studios**

CafeMom Studios ([www.youtube.com/CafeMomStudios](http://www.youtube.com/CafeMomStudios)) is a lifestyle network for today’s digital generation of moms that recognizes that motherhood isn’t all about parenting, but becoming a mom does change your perspective. CafeMom Studios offers a broad array of original content that transports viewers into the lives of compelling moms. The programming is entertaining and authentic, revealing the wonder and diversity of motherhood.

#### **About CafeMom**

CafeMom is the leading media company for moms, reaching an audience of more than 20MM across our properties (comScore, July 2012), which include CafeMom.com, MamásLatinas.com, CafeMom Studios, and the CafeMom Plus Network. CafeMom is the leader in developing custom programs for top brands, making it the premier strategic marketing partner to brands that want to reach moms in a rapidly changing digital environment. CafeMom lead investors are Highland Capital Partners and Draper Fisher Jurvetson. The company was founded by Andrew Shue and Michael Sanchez.

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