

The MOM Entrepreneur

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Offering tips, advice and resources for balancing motherhood and running a company.

FOR IMMEDIATE RELEASE

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The Mom Entrepreneur Co-op Shop Continues to Grow *Offers One-Stop Shopping, Great Gifts, Huge Discounts for Spring Holidays*

Barrington, NH – The Mom Entrepreneur, a company that offers tips, advice and resources for balancing motherhood and running a company, has significantly expanded its new online co-op shop, offering a much larger selection of products and valuable services.

The Mom Entrepreneur Co-op Shop offers products for Easter, Earth Day and other holidays. The Shop also includes services for parents, busy moms and professional organizations.

In honor of National Women's Nutrition Week, shoppers can sample an assortment of healthy specialty foods, explore allergy-friendly food products and purchase a new cookbook. Additionally, consult with experts who can help you with your biggest dilemmas in the kitchen, including how to prepare dinner faster and tips to get your picky kids to try new foods.

The Mom Entrepreneur Co-op Shop now consists of 53 members from its online support group, who are offering fantastic savings on a diverse group of products and services.

"Our co-op shop has experienced tremendous growth over the past few months, and we're delighted to offer plenty of spring savings on tons of wonderful products and services, all from mom entrepreneurs," said Traci Bisson, founder and owner of The Mom Entrepreneur.

"The co-op shop offers clothing for adults and children, educational toys, jewelry, cosmetics, books, greeting cards, eco-friendly items and specialty foods. We've also expanded our roster of services, and our mom entrepreneur experts can advise on professional topics – such as marketing your business or job-hunting – as well as family-focused topics – including how to save money, streamline dinner preparation and teach your baby sign-language," Bisson added.

This month's offerings are geared towards the upcoming spring holidays – Easter, Earth Day and National Women's Nutrition Week – but there will be new products and services featured every month this year, so visitors should check back often.

View current specials at www.themomentrepreneur.com/mom-entrepreneur-coop-shop.html.

(more)

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Bisson, a mother and entrepreneur, started The Mom Entrepreneur in April 2008 after becoming frustrated with the lack of mom entrepreneur support groups. Bisson, who personifies the adage “necessity is the mother of invention,” created her blog and subsequent online support group based on her own needs – and the similar needs of other mom entrepreneurs.

At the time, her public relations and image management firm, Bisson Barcelona, was experiencing a pinch from the economic downturn. When several clients failed to pay their bills, Bisson faced a tough decision – lay off staff or find other ways to reduce expenses. She chose to cut costs by taking her son out of daycare and moving to a home office. Unable to network in person, she started experimenting with online social marketing and networking options.

“Through my personal experiences and continued research, I saw an opportunity to create an online support system targeting mom entrepreneurs, a demographic that has grown significantly over the past five years,” Bisson explained. “I started my blog, The Mom Entrepreneur, last spring and added the online support group component two months later. These online tools have clearly resonated with other mom entrepreneurs, and our considerable growth shows the huge need for these resources.”

In less than a year, her online support group has grown to more than 600 members. Her newest offering, The Mom Entrepreneur Co-op Shop, the first collaborative effort to come out of the support group, features products and services from mom entrepreneurs across the country.

The co-op shop spotlights a variety of products and services for the season, including:

- Fashionable apparel
- Jewelry and accessories
- Children’s clothing
- Educational toys
- Environmentally-friendly products
- Organic baby food
- Bath and beauty products
- Men’s grooming products
- Athletic apparel and accessories
- Coupon sites and blogs that provide money saving ideas
- Specialty foods, including allergy-safe foods
- Books
- Greeting cards
- Cosmetics
- Business coaching and marketing advice

For more information, visit www.themomentrepreneur.com or call (603) 664-3841.

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