GO MOM!®
Schedule. Organize. Grow.®

Media Kit

Molly Gold has been active in the Mom Market for 10 years as an innovative product maker and nationally recognized Family Time Management and Home Organization Expert. Her company is GO MOM!® Inc. and truly is the every Mom brand, offering useful scheduling and organizing solutions through innovate products and services. GO MOM!® Inc. promises to help Moms make positive mothering a daily reality through educating them not only about our offerings, but how to personalize solutions for their own family. Even more important, we teach Moms how to improve the chaos in their everyday lives. Current product offerings include the DIY GO MOM!® Planner and new EBook, The GO MOM!® Guide to Family Time Management available August, 2010.

You can find Molly active in the Social Media Mom Community as a Mom Vlogger and Blogger on a national and local level. Launching GO MOM!® Live in August 2010 on www.MomTV.com, she is a member of www.MomSelect.com, www.GlobalInfluence.com, and www.MomVloggersClub.com. She has been a speaker and attendee at numerous Mom Blogger events included those hosted by Primrose Schools, Dell Computers, and Logitech Video. Her industry events in 2010 include Disney's Social Media Moms Celebration, speaking at Raleigh's Smart Mom Solutions Road Show, Procter & Gamble's Fabric Care University with Tim Gunn, Co-hosting Raleigh's Hebrew National Better-Than-A-Picnic Picnic, Build-A-Bear Workshop's Brand Building Event with Maxine Clark, BlogHer, and is honored to be a speaker at TypeAMom Conference in September, 2010.

Because of Molly's Mom next door personality and real life experience, she has had successful Brand Spokesperson relationships including 2008 Pizza Hut Fall Campaign, 2007 Fine Living Network pre-show media tour, 2007 www.Kenmore.com Make It Simple Team, 2007 TiVo Mother's Day media tour, and 2006 Mr. Clean Team panel. Molly has also been active as a Family Time Management and Home Organization Expert on air including Fine Living Network Time Makeover Series, NBC's Today Show Weekend Edition, ABC's Good Morning America, and numerous local affiliates in most major markets nationwide. She also contributes bi-weekly segments branded Getting Organized with Molly Gold on local NBC affiliate NBC17's My Carolina Today.

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And finally, Molly currently authors a bi-monthly column in Scholastic Parent & Child Magazine, Get Organized with Molly Gold, and has been blessed to be featured in numerous print magazines including Southern Living, Better Homes and Gardens, Breathe Magazine, Pregnancy & Newborn, Pregnancy, Family Circle, Country Home, Parents, Every Day with Rachael Ray, More, Family Fun, Women's Health, Better Homes & Gardens, Parenting, Woman's Day, Woman's World, Redbook, and Newsweek. Major newspapers including The Washington Post, Chicago Tribune, Arizona Tribune, Denver Post, and Orlando Sentinel Journal.

Publications featuring Molly Gold as a contributor:

Mama's Little Helpers by Mary Michelle Little, 2009

The Must Have Mom Manual by Sara Ellington and Stephanie Triplett, 2009

The Experts Guide to the Baby Years by Samantha Ettus, 2006

Marketing to Moms by Maria Bailey, 2002

Organizing Plain and Simple by Donna Smallin, 2002

Mom Management by Tracy Lyn Moland, 2002

The Women's Home Based book of Answers by Maria Bailey, 2001

Memberships

National Association of Professional Organizers

MomTV

Mom Select

Global Influence

Mom Vloggers Club

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GO MOM!® Timeline

1996 Molly Gold envisions her perfect planning solution one quite afternoon while rocking her first born to sleep and scribbles her format on the back of a piece of scratch paper.

1999 Molly publicly declares her New Year's Resolution to longtime friends and family to take action on her long held dream of creating a planner designed to meet the unique needs of Moms and bring it to market for the New Millennium.

2000 GO MOM!® Planner Debuts at Baby Faire Trade Show March 17, 2000, Chantilly, VA. The booth is staffed by Molly, her father, husband, and sister and they are thrilled to arrive in market.

2001 Product is sold exclusively online; every order carefully processed, packaged, and shipped with the love and care of Dick Hayden, Molly's Dad, from his basement in Burke, VA.

2002 GO MOM!® secures a license partnership with Mead Westvaco with the hope of bringing planners and more to mass market in stores Moms love to shop. Molly appears on ABC's Good Morning America and Fine Living Network's Simplify Your Life series.

2003 Molly takes a break to have baby Abigail but approves pages proofs 10 days later!

2004 GO MOM!® Products arrive in Target stores nationwide and are fabulously successful.

2005 Product placement expands into other retail outlets and line grows to include various formats, however our spiral bound planner is still must successful. Molly appears on NBC's The Today Show Weekend Edition

2006 Product line expands to include GO MOM!® School and Home Organizers and additional office market placement. Molly is tapped to be on the Mr. Clean Team Expert Panel and is a featured expert in the Expert's Guide to the Toddler Years, Ettus.

2007 With products in multiple outlets, Molly focuses on raising brand awareness through her website, www.gomominc.com, and countless media interviews. Molly is tapped for the Inaugural Kenmore Make It Simple team Home Management expert, TiVO Mother's Day Media Tour Mom, and the lead expert and selected show launch media personality for Fine Living Network's new series, Time Makeover.

2008 Mead Westvaco redesigns the GO MOM!® product line along with the entire DayRunner collection, introducing the innovative Tri-fold Organizer and expanding pocket School Organizer. As well, product placement shifts to office markets. Molly serves as Yum Brands' Pizza Hut Fall Campaign focused on Moms Time Management.

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2009 GO MOM!® ends its partnership with Mead Westvaco enabling the company to seek new opportunities across all home organization and time management product categories. The company relaunches its website as Molly enters the worlds of Social Media, Mom Vlogging, Public Speaking, and New Baby Organization. Molly's national reputation as a leading expert in family time management and home organization thrives as she writes regular features for Scholastic Parent & Child and Breathe Magazine, has a full page feature in Better Homes & Gardens back to school issue, and lands a feature story about her journey in Southern Living Magazine. Molly breaks down and finally joins the National Association of Professional Organizers.

2010 GO MOM!® returns to the planner market with an entirely new focus on customer independence introducing the DIY GO MOM!® Planner. A completely downloadable, PDF version of The GO MOM!® Planner first released by company founder Molly Gold in 2000, it is designed to allow Moms to do-it-yourself by printing out the sections she needs and assembling them in the binding she prefer. Molly also authors her first EBook, The GO MOM!® Guide to Family Time Management, launches GO MOM!® Live on www.MomTV.com, and is invited to attend some of the Social Media Industry's most heralded Mom Events of the year, including Disney Social Media Moms, Procter & Gamble Fabric Care University, Build-A-Bear Connecting in the Cybear Century Brand Building Workshop, BlogHer, and Type-A-Mom Conference.

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On Air Media Opportunities

2009 Print Media History

January

April

September

September

Fall

November

Winter

December

GO MOM!® Schedule. Organize. Grow.®

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FOR IMMEDIATE RELEASE

MOM NEXT DOOR UNVEILS PERSONALIZED PLANNERS

Company Offers Newest Trend to Help Busy Moms Manage Time!

Apex, NC (February 2010) – Today GO MOM!® Inc. introduces the all new DIY GO MOM!® Planner. A totally downloadable, PDF version of the classic GO MOM!® Planner sold Target Stores and more, the new design empowers Moms to do-it-yourself by printing out the content they need while assembling it into the binding they prefer. The end result is the ultimate experience in personalized paper planning. "Today's busy Mom is hyper-focused on how she can customize solutions in every facet of her life," states Molly Gold, President and Founder. "Not only is it important that her time management solution be completely relevant to her family's needs, it's paramount that we enable her to take our product and make it uniquely hers both inside and out."

With 10 years experience making time management products for Moms, GO MOM!® Inc. included Moms to research the concept of taking what could be traditionally purchased at a local big box store and turning that into a direct consumer interaction. "Since leaving mass market in 2008, we've listened to countless Moms tell us how much they missed what many call their "bible" and how eager they are to see our tools online and in numerous electronic formats," states Gold.

Which brings GO MOM!® Inc. to 2010 and a well orchestrated platform to engage customers by offering new opportunities for Moms to share their product creations, offer feedback on product features, and join social media communities like the GO MOM!® Facebook Fan Page and Twitter where they can have daily dialogue with Molly Gold. And to wrap it all up, Gold's weekly Vlog series, More Than A Planner, is literally a virtual classroom where content comes alive, offering project tutorials and yet another opportunity to connect and learn.

"Recent research by BSM Media, 2010, shows that nearly 60% of Moms with children spend time on Face Book daily and that online video is now the content delivery method of choice." cites Gold. "We listened to that research and are pleased to see how our website and social media relationships are evolving. We are thrilled to see our product redesigned for online delivery and look forward to meeting the needs of our dynamic, loyal, and innovative consumers for many more years to come!"

GO MOM!® Inc. helps mothers make positive mothering a daily reality through the platform Schedule. Organize. Grow.®. The company promotes the use of the DIY GO MOM!® Planner and offers resources and solutions at its website, www.gomominc.com. Company Founder, Molly Gold, is a nationally recognized expert in Family Time Management and Home Organization, a self proclaimed Mom next door, and exceptionally passionate about living a generally organized, well loved life. Her sphere of influence goes beyond her product, incorporating social media, blogging, and most notably vlogging to share her message. Key social media events include the Disney Social Media Moms Celebration and Type-A-Mom Conference, as well as Logitech Video Products and Dell Computers focus group appearances.

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While growing GO MOM!® Inc. into a favored brand in the planners/organizers category of consumer products, Molly partnered with well-known household brands including Kenmore, Mr. Clean, Yum Brands Pizza Hut, and TiVO. Her on air expert opportunities include Fine Living Network's Time Makeover, NBC's The Today Show's Weekend Edition, Fine Living Network's Simplify Your Life and ABC's Good Morning America. Other media partnerships include Maria Bailey's Mom Talk Radio; Columnist for Scholastic Parent & Child "Get Organized with Molly Gold"; Content features on Scholastic.com, SouthernLiving.com, HybridMom.com, Kenmore.com, BlueSuitMom.com, PreciousMoms.com, ABCNews.com; Expert placement in more than 20 women's special interest cover magazines; and Lifestyle Category Expert featured in 7 books and countless parents' magazines and major newspapers nationwide.

To learn more about GO MOM!® INC, visit http://www.gomominc.com. For interviews with Molly Gold, you can e-mail her directly at mgold@gomominc.com.

#END#

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RDU MOMS TAKE THE NIGHT OFF

National Celebration of Motherhood Set for May 6, 2010

(Raleigh, NC – April 5, 2010)–– Look out Triangle, mom's taking the night off! The second annual National Mom's Nite Out is scheduled for May 6, 2009 at the Embassy Suites off Harrison Ave. and includes entertainment, drinks, prizes and chocolate - lots and lots of chocolate. Moms are encouraged to come relax, put their feet up, grab a drink and celebrate all that is MOM!

Organized by Molly Gold of Go Mom Inc., local companies like Scandinavian Child, Green Pea Baby, and One Chic Mama have come together with a fantastic group of local bloggers to put together a fabulous event where Moms get a well-deserved night off. The event will feature pampering stations, fashion tips, amazing North Carolina focused giveaways and much more. And better yet, proceeds from the event benefit local charity, Nancy's Butterfly Fund.

"We wanted to put together an event that would not only encourage moms with kids of all ages to come out for a night that's all about them, but an event where we could give back to our community " said event organizer, Molly Gold. "Domestic violence is such a horrific issue that usually stays quiet. We want to bring this organization to the forefront and help in any way we can.

The brainchild of Maria Bailey, author of "The Ultimate Mom Book" (HCI, 2009) and host of Mom Talk Radio, National Mom's Nite Out™ is timed just before the official Mother's Day holiday for a reason. "Born out of the idea that most moms are busy taking care of other mothers on Mother's Day, National Mom's Nite Out™ was meant to give moms an excuse to take the night off. Building on last year's success, we are anticipating even more parties and participation as the excitement builds for this year's event," Bailey said.

According to Bailey, last year's inaugural event drew national attention as Twitter's #3 "Trending Topic", over 10 million media impressions through blogs, vlogs, websites and other social media outlets and 400 Mom Bloggers participating in over 1000 nationally-organized events. Dozens of sponsors provided prizes for the events, as well as products and services for Dads or caregivers to use with the children at home.

From homes to hotels and malls to restaurants, moms will gather to enjoy refreshments, entertainment and prizes courtesy of local community groups and major sponsors. Teams of mom bloggers are organizing events in New York, Los Angeles, Dallas and dozens of cities in between. Hundreds of mom-organized parties and gatherings will be taking place that evening, and videos will be streaming live through MomTV.com. If Moms can't attend an event at a physical location, they can still take part in the festivities through the MomTV live streams, or through online chats, Skype and Twitter tweet-ups (@momsniteout).

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- **What:** National Mom's Nite Out is shaping up to be the largest cooperative effort of Mommy groups, Mom-focused organizations, bloggers and vloggers- all coming together for one great night in support of motherhood.
- **When:** Thursday, May 6, 2010 (Thursday before Mother's Day)
- **Where**: Embassy Suites, Harrison Ave, Cary, NC
- **Cost**: $20 (all proceeds benefit Nancy's Butterfly Fund)

For more information or to purchase tickets, visit http://rdumomsniteout.blogspot.com or http://rdumomsniteout.eventbrite.com/

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