



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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Media Kit

- **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/>