



GO MOM![®]
Schedule. Organize. Grow.[®]

Media Kit

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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2010 GO MOM![®] Inc.

Molly Gold, President & Founder
919/387.3848
mgold@gomominc.com

www.GoMomInc.com
[Twitter @MyGOMOM](https://twitter.com/MyGOMOM)
[GO MOM! via Facebook](#)

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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.

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