

## FOR IMMEDIATE RELEASE

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### **MOMS VS. MOMS CHALLENGE: BOOK DRIVE FOR LOCAL KIDS**

*DC-area, women-owned businesses partnering to benefit Books for America.*

**DC, MD, VA – November 30, 2007** – Multiple Washington-area based women-owned businesses are partnering to sponsor the first “Moms vs. Moms Challenge”, a book drive to collect new or gently used children’s books. Mom Made Foods, Our Kids, Health e-Lunch Kids, Livie & Luca, Parent Child University, Stroller Strides, and Chic Tots have come together this holiday season to benefit Books for America, a non-profit organization dedicated to promoting literacy, life-long learning and understanding by distributing donated new and used books of all types and other forms of educational media to organizations serving disadvantaged communities and individuals.

“This friendly competition serves as extra incentive for families and individuals to collect as many books as possible,” said Heather Stouffer, founder of Mom Made Foods, LLC and organizer of the Moms vs. Moms Challenge. “In the name of community spirit, we have partnered with other local companies, and we plan to give awards to the groups or individuals who collect the most books and provide thank you gifts to everyone who participates,” added Stouffer. Groups who donate the most children’s books can win prizes such as a private group children’s nutrition course, blanket bags for babies, and a party lunch for 25 children.

“The math is quite simple. The more books donated to us, the more books we can in turn distribute to needy organizations, and deserving children, in the Washington, DC area,” explains Steve Hersey, Executive Director of Books for America.

Participation in the Moms vs. Moms Challenge is open to all DC-Metro area moms’ groups, schools, daycares, businesses and individuals. Those interested in donating new and gently used children’s books can obtain more information and a pledge form by emailing books@mommadefoods.com. Drop-off locations, sponsored by the book drive partner businesses, have been organized from December 14-16 at various area Whole Foods. Winning groups will be notified during the week of December 17<sup>th</sup>.

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**About Books for America** [www.booksforamerica.org](http://www.booksforamerica.org)

Books for America is a non-profit 501(c)(3) organization based in Washington, DC. Books for America is building and improving libraries in Washington, DC area schools, shelters, hospitals and more; supporting reading programs; and providing children in the Nation's Capital with their first take-home books.

**About Mom Made Foods LLC** [www.mommadefoods.com](http://www.mommadefoods.com)

Mom Made™ Foods is dedicated to helping children begin a lifetime of healthy eating. Our frozen foods are made with the freshest organic ingredients, offering a variety of age-specific recipes for babies starting their journey of solid foods through to toddlers and children exploring new tastes. Parents can be confident when serving Mom Made to their children, just as if the recipe were made at home.

**About Chic Tots LLC** [www.chictots.com](http://www.chictots.com)

Chic Tots makes stylish, functional, mom-inspired baby/toddler products that simplify a busy parent's life. The award-winning, Chic&Clean Coverall has a U.S. Patent Pending. The Chic&Carry™ wristlet, Chic&Comfy™ Sling, and Chic&Cozy™ Blanket/Bag come in a range of coordinating colors.

**About Health e-Lunch Kids, Inc.** [www.healthelunchkids.com](http://www.healthelunchkids.com)

Health e-Lunch Kids is an online lunch ordering service making lunch, healthy, fast and fun. Kids and parents plan lunches together, selecting from an online menu of healthy lunches. Health e-Lunch Kids prepares each lunch fresh each day and delivers them to schools and camps in the DC Metro area. Schools and camps receive a share of proceeds for each lunch delivered.

**About Livie & Luca LLC** [www.livieandluca.com](http://www.livieandluca.com)

Livie & Luca offers fabulous shoes for the little ones in your life. Livie & Luca shoes are made from the softest leather, allowing feet to breathe. They also have a super flexible and lightweight sole, which help with stability and coordination as your child navigates the playground.

**About Parent Child University, LLC** [www.ParentChildU.com](http://www.ParentChildU.com)

Parent Child University offers classes for parents and children that promotes learning and FUN (for all!) to help children reach their full potential. Classes include Kindermusik, Signing Smart, ABC Music & Me, Playground Diplomacy™ conflict resolution class, and Expectant & Parenting Classes include The Happiest Baby on the Block, Positive Discipline, Signing Smart and Playground Diplomacy™.

**About Stroller Strides** [www.strollerstrides.com](http://www.strollerstrides.com)

Stroller Strides is a total body workout for moms with kids in strollers. All classes are taught by nationally certified instructors who are all moms themselves. Designed for all levels of fitness, Stroller Strides welcomes babies anywhere from 6 weeks to 6 years! We also offer free playgroups, Moms' Night Out and more!

**About Our Kids LLC** [www.our-kids.com](http://www.our-kids.com)

Our Kids LLC is the best family-friendly activity resource online. We are Your Link to Family Fun™. Our Kids highlights activities that are fun for children and places that are "parent friendly". Our Kids provides you a full guide of resources - everything from museums to classes for kids. You'll find everything organized by category with all the pertinent data to get you what you need right at your fingertips. In addition to the website, Our Kids has a comprehensive member only area giving you a full calendar of events, special promotions and offers, a weekly newsletter and more!

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