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## PRESS RELEASE

### **Giving 'Milk Money' is a New Trend among Working Parents**

**Valencia , CA. , November 12, 2009:** At OurMilkMoney.com, consumers are encouraged to make a conscious choice on what products they buy and the economy they'll be helping to rebuild when they make their purchases. Every dollar you spend has value. Who will you choose to give it to? Millions of new parents are born into this country each day, and millions more are capitalizing on free enterprise by providing valuable services from their very own homes. "When one becomes a parent, we cannot help but transform with a new purpose," said Ally Loprete, co-founder of OurMilkMoney.com, "Our priorities become altered, our capacity for love and responsibility increases, and we find ourselves willing to do anything for the sake of our children."

*"My Milk Money Pays for...My computer-genius 10 year old son Alex, my beautiful 7 year old Katie who loves to ride horses, sing, and dance, and my adorable, brilliant, autistic twin 3 year olds Sam and Ben." – Autumn Hull Photography*

The vision of OurMilkMoney.com was brought to light to raise awareness to the public about the value of family owned and operated businesses. The site's directory makes it very easy for you to see exactly what your purchase might mean for these hard-working families on a personal level. A little extra 'milk money' might mean an annual family vacation to Disneyland, music or dance lessons for the children, or even the opportunity for one parent to stay at home as an alternative to expensive childcare. If you want to know exactly where your money will go once you spend it, OurMilkMoney.com will tell you.

*"My Milk Money Pays for...A great avenue for me to have more opportunity and time to spend with my awesome husband and two awesome son's. Helps me give back to the community I love so much." – Kim Keener, Owner of Ceramic Tile Consulting.*

OurMilkMoney.com is a resource that has helped parents to realize the power they have as consumers, and their commitment to the organization is rebuilding the economy in a way that benefits their children. These self-employed parents are contributing to a new economic opportunity, empowering one another, and creating new, bigger and better institutions where the old ones have failed. It's a historic time for new parents and those who are embracing it are reaping the benefits of the new economic revolution.

*"My Milk Money Pays for...The privilege to be at home for my two wonderful children, and to support them in their ventures as well as keeping our household running." Debbie Juelch, Owner of TicketEaters!*

The basic principle is simple...By purchasing goods and services you would normally buy, and choosing to purchase them from a parent who is running his or her own business, you are helping a mother or father raise their children! It's a simple action that you can feel good about, and costs the average consumer no more than they would normally spend on everyday products and services.

#### **About OurMilkMoney.com**

Founded in 2008, OurMilkMoney.com provides a valuable service for self-employed parents and consumers to easily connect through a simple online search and is an affordable way for family run businesses to get adequate exposure for the products and services that they offer. The Our Milk Money Organization is dedicated to providing opportunities for parent entrepreneurs, and offers a community of support to parents looking to staying at home with their children while earning revenue for their family. For more information, visit <http://www.ourmilkmoney.com>.