

**Project summary:** Suazion was engaged to develop a public relations program for Alla Mien Marketing, a private home-based business that runs a national sampling program called Mothers' Helper. The following three pages provide an example of a Suazion-developed press release and accompanying fact sheets targeted at trade and entrepreneurial publications, as well as human interest magazines. (Please note that all personal and business names have been changed according to the terms of a non-disclosure agreement.)

**ADDITIONAL SERVICES PROVIDED TO THE MOTHERS' HELPER PROGRAM**

Since 2003, Suazion has handled multiple communications and promotional initiatives for Alla Mien Marketing's Mothers' Helper program. These include:

- Sales collateral (positioning, copy, design, and production of varied materials including brochures, presentations, business reply cards, etc.);
- Media relations (message development and press materials preparation);
- Consumer website (website architecture, content development, and web design); and
- Data collection, analysis, and management (development and programming of a series of dynamic online surveys consisting of a front-end user interface and underlying PHP/MySQL database);

**MEDIA RELATIONS SERVICES AVAILABLE**

Suazion offers clients the following public relations services:

- Media evaluation;
- Public relations strategy and message development;
- Media campaign management;
- Executive media training; and
- Press release and media kit preparation (content, copy, design, production).

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**GOING FROM BUSINESS TO MOTHERHOOD DOESN'T MEAN GIVING UP SUCCESS:**

**How one Tarrytown mother is reaching four million others from her basement**

Prior to having children, Alla Mien had a successful corporate career. After fifteen years in the sales and marketing field, she was an award-winning Senior Circulation and Ad Executive with *The New York Journal*, one of the nation's largest newspapers. When she had her first child, Margaret, Alla decided that she didn't want to miss out on an essential part of her baby's development. But rather than simply take time off from her career, **Alla joined the growing ranks of mompreneurs, the next generation of supermoms— entrepreneurial mothers working from home.**

After noticing that most classes and programs in the marketplace were geared towards stimulating either the child or the mother only—but not both—Alla and a partner founded their first business, Two of Us. Now in its fifth year of operation, Two of Us is a seasonal multi-week program for moms and their children, hosting entertaining and creative activities that enrich *both* mother and child. One facet of Two of Us events, an appreciation package given out to mothers at the start of each group session, was warmly received by attendees. Because of her entrepreneurial spirit, **Alla quickly realized that businesses would pay to have their products promoted to such a receptive audience, while family-friendly venues would be predisposed towards adding value to their services with access to no-cost, valuable giveaways.** A true entrepreneur, Alla acted on this opportunity and within a year, the Mothers' Helper program was born.

**The Mothers' Helper marketing program is elegantly simple yet rewarding to all participants.**

Alla seeks out vendors of high-quality, wholesome products to participate in the program. In addition to a small fee, the vendors supply the Mothers' Helper program with product samples and coupons. These items are packaged in an attractive Mothers' Helper Greeting Package, and Mothers' Helper distribution partners—some of the leading names in retail, children's fitness and music education—include PlayWell Children's Fitness Centers, ChildNotes Music Schools and Smith Malls' KinderKlub (a subsidiary of KinderTube, a leading television network). Mothers' Helper delivers the packages to four million mothers who enroll their children in these programs in over 5,000 locations throughout the United States.

**Everyone's a winner!** Advertisers get their products placed directly into the hands of primary household purchasers; active, social, on-the-go moms who are actively involved in the well-being of their children. Distribution partners get, at no cost to them, an attractive, valuable Greeting Package to give their customers. Moms receive samples and coupons for products specifically targeted towards their needs and interests. And on top of it all, Alla Mien—who now has three children—continues to enjoy professional success as a mompreneur while spending quality time with her family.

The following pages contain story ideas and additional facts about Alla Mien and the Mothers' Helper program. Please contact us to schedule an interview and obtain visuals for your story.

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## Alla Mien, mompreneur extraordinaire: **FACT SHEET**

- **A mom with a track record of corporate success.** Mien has over fifteen years of extensive experience in sales and marketing, spending her last eight years in corporate America as a Senior Circulation and Ad Executive for *The New City Journal*. While there, she garnered several awards, most notably being chosen as a finalist for Sales Executive of the Year.
- **Success never stops: You can take a mom out of the *Fortune* 500, but you can't take the *Fortune* 500 out of the mom.** After having her first child, Mien left her position at *The New City Journal* to fully participate in her daughter's key years. Though at home, her business acumen remained as sharp as ever. An active, involved mother herself, she and a partner quickly noticed the absence of programs that cater to *both* mother and child. She then took her first step toward successful mompreneurship by creating Two of Us to fill this market gap. Ever-aware of the marketplace, Mien saw opportunity in her clients' warm reception of appreciation bags handed out during Two of Us events. Based on this insight and experience, Mien continued to work out of her home, founding Alla Mien Marketing LLC and creating the Mothers' Helper program.
- **A true mompreneur—business ideas that come from being a mother.** Mien is a deeply involved and dedicated mother, as reflected both in the nature of her two businesses and in how well she manages her time. She and her partner's creation of Two of Us came after a vain search for programs geared toward engaging both mothers and children in the same activity. Her idea for Mothers' Helper Greeting Packages was a recognition of the opportunity for mothers to receive product information in a relaxed and playful environment. Furthering the success of the Mothers' Helper program, Mien incorporates her experience as a mother into the choice of advertisers she approaches, thus ensuring that the Greeting Packages contain the types of products moms want to receive. As a thriving mompreneur, she manages to run two successful companies and still have time for her family. By managing her businesses during her children's naps and school time, she is able to seamlessly participate in all of their activities.
- **A proven track record of founding and executing multiple successful businesses.** Two of Us has been a tremendous success and is now in its fifth year of operation. Two more kids later (Jon and Ashley), Mien has also grown her second business, the Mothers' Helper program, into a name recognized by millions of mothers across the nation. Mien currently lives and works in Tarrytown, NY, with her husband and three children.

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## Mothers' Helper, a lifestyle marketing program: **FACT SHEET**

- Mothers' Helper—a lifestyle marketing program.** The Mothers' Helper program delivers Greeting Packages—appreciation bags containing samples, branded messages, and coupons—through venues moms have already chosen to provide ongoing, involved services for their children. The mothers receive the Greeting Packages as an added benefit to participating in their chosen program or activity. This assures that active, social moms involved in family-friendly activities in their communities receive the packages in a receptive, non-intrusive environment.
- Mothers' Helper across the nation.** Mothers' Helper Greeting Packages reach over four million social, trend-setting, active moms through over 5,000 distribution locations across the United States. Unlike generic mass marketing programs, the Mothers' Helper program reaches moms who invest in their children by enrolling them in classes and events. Mothers' Helper advertisers have enjoyed a 3% response rate (*double the industry average!*), measured through a business reply card included in each Mothers' Helper Greeting Package.
- Mothers' Helper seeks out quality advertisers and family-friendly distributors.** The advertisers that Mothers' Helper approaches to participate in the program are carefully selected for quality and appropriateness, thus ensuring that their products are those that fit with moms' needs and desires. Advertisers are chosen from such fields as health and wellness, toddler-specific, and general family-oriented products. Current advertisers include several *Fortune* 100 and 500 companies, and many smaller businesses. In seeking distribution partners, Mothers' Helper identified top children's programs and entered into partnerships with the leading national fitness company for children, PlayWell Children's Fitness Centers, the world's largest childhood music program, ChildNotes Music Schools, and the largest American shopping mall company, Smith Malls, which hosts KinderTube's KinderKlub in over 200 of its shopping centers.
- Everyone's a winner with the Mothers' Helper program!** Moms receive free samples, coupons, and information for products that are specifically targeted towards their needs and desires, giving them an opportunity to "try before they buy." Advertisers get an effective vehicle to gain product exposure in a targeted and direct manner, and within a playful environment. Their products are placed directly into the receptive hands of primary household purchasers in a non-frazzled, family-friendly atmosphere. Distribution partners get, at no cost to them, an attractive, valuable Greeting Package to give to their clients. And on top of it all, Alla Mien continues to enjoy success as a mompreneur.