

Silver Carrot, Inc. Launches New Newsletter for Working and Busy Mothers



CHICAGO, August 24, 2012 --- Silver Carrot, Inc. has launched its newest newsletter Making It Work, a newsletter full of tips, recipes and support for busy moms. Making It Work is delivered straight to your inbox 4 days a week. To sign up, please copy the link below and paste it into your web browser:

<http://www.willyouletusknow.com/dispatch2.asp?home=1856-29278M-L13>

Work It, Mom! Is a unique site is full of tips every buys mom needs. Ask and answer questions, connect with other working moms and read our member blogs written by real mothers. The site provides an outlet for mothers to deal with stress as well as an open community of support. Mothers utilize the network to exchange valuable information ranging from shopping tips to stress-relief.

This June Silver Carrot acquired the Web site www.WorkItMom.com as the latest property in its growing female content network. The addition of Work It, Mom! gives Silver Carrot further reach into a crucial audience of working mothers. Work It, Mom! is an asset for any working mom.

The acquisition of Work It, Mom! allows Silver Carrot to reach an increased age range of women in the lifestyle channel. Work It, Mom! bridges the gap between its current younger audiences of Fit&Fab Living and older audiences of Recipe4Livings! Visit www.WorkItMom.com for more information.

About Silver Carrot, Inc.

Silver Carrot, Inc. is a leading performance-based lead generation company with a variety of products. SilverCarrot,Inc.enables its advertising clients to generate high volumes of top-quality customer leads and sales on a pay-for performance basis. The firm also teams with publishing partners to help them maximize the revenue from their advertising inventory. Offerings include a women's content network (comprised of Recipe4Living.com, FitAndFabLiving.com, RunningWithMascara.com and ChewOnThatBlog.com), performance-based lead generation services for advertisers, and the premiere affiliate network, SilveriNet. For more information, please visit <http://www.silvercarrot.com>.