

Online Resources Help Busy Moms

(NAPSA)—Today's mom is embracing technology at unprecedented levels, triggering dynamic evolutions in how she organizes her time, stays in touch with friends and family and keeps current with the latest news about parenting, health and nutrition.

A recent survey by BlueSuit Mom, a premier online resource for executive working mothers, illustrates the growing use of and demand for online resources among moms. Over 50 percent of respondents reported being online more than 20 times per week, up 50 percent over a year ago. And of these moms, over half are logging in one to five hours a day to surf the Web, check and return e-mails, download photos and podcasts, etc. Further, about 80 percent of moms surveyed have watched a video online, with 42 percent preferring to view videos by experts with advice and solutions.

"The Internet offers vast options, but most expecting and new moms are pressed for time and seeking comprehensive yet fun sites," says Maria Bailey, a nationally regarded pioneer in providing busy moms with online solutions. "Smart sites like verybestbaby.com are quick 'favorites' because they are customizable, easy to navigate, stocked with insightful knowledge and feature unique and relevant tools and programs."

Bailey offers these tips on how busy moms can put technology to good use:

- **Online schedules.** By setting up appointments—everything from meetings to haircuts to doctor's appointments—in an online calendar, you can access and change it wherever you are.



Online resources give busy moms a hand in the struggle to stay organized.

- **Guide for baby-sitters.** By posting your baby's habits and schedules in an online format, baby-sitters have a one-stop destination for relevant information about their charges.

On the verybestbaby.com site, for instance, moms can register and receive access to exclusive content and multimedia tools such as informative videos, podcasts, RSS feeds, partner offers, personal organizational tools and screen savers. The site also offers expert advice about pregnancy, infant care and nutrition—including information about NESTLÉ® GOOD START® formulas—made with COMFORT PROTEINS® that are specially designed to be gentle on tiny tummies.

Maria Bailey is founder and CEO of BlueSuitMom.com, as well as the host of "Mom Talk Radio," a nationally syndicated radio show for moms, and "The Balancing Act" on Lifetime TV. She is also the creator of Smart Mom Solutions, a product line that offers solutions to everyday challenges for busy moms.