

Parent Pages

Nonjudgmental Advice On How To Raise Kids

(NAPSA)—There's a new kind of mom out there. She is not the soccer mom or the alpha mom or the slacker mom. She laughs at herself, doesn't go crazy over the latest expert advice and doesn't worry that her kids will grow up poorly. She advocates positive family values, encourages entertaining and educating her child in a safe environment, and feels good about herself. She's a eeMOM (pronounced "double e")!

Elizabeth and Elena, sisters four years apart, are eeMOMS—one a single mother of a one-year-old, the other a married mother of four, ranging from teenager to toddler. They recently founded www.eeMOMS.com in order to give women real advice in a nonjudgmental way—and to let them know they shouldn't feel bullied by the professors, therapists and doctors as to how they should raise their children or see themselves as mothers. They also write and publish children's books and create children's toys with a touch of retro.

They discuss—even joke about—the latest trends and hot-button issues facing mothers today, including:

- Ways to avoid conflicting professional advice on parenting and how to embrace motherhood without feeling guilty, angry, stupid or inferior;
- The challenges to motherhood in 2007;
- Why today's toys need to be nostalgic, imaginative and innocent;
- What type of children's books best serve our youth today;
- How to infuse laughter back into motherhood;
- How to keep our kids safe and secure;
- The mistakes women make in trying to keep up with the mom version of keeping up with the Joneses;



Sisters Elizabeth and Elena have created a Web site that helps parents find their voices.

• When to permit yourself down- or alone time to do absolutely nothing.

The energy, innovation and humor of the sisters' approach to motherhood is refreshing in the face of the constant barrage of information and advice coming from so-called experts that only confuses, belittles or frustrates moms. Elizabeth and Elena consider themselves the "nonexpert" experts.

"Many mom sites are too headstrong or overwhelm the user with information," says Elizabeth. "They're militant at times, very intimidating."

"A deep part of our mission as eeMOMS is to empower our community by helping parents and caregivers find their voices through all the static, in the media and marketing industries," says Elena. "We recognize that confident decision making results not from hype but from information exploration."

To learn more about blaphing (blogging and laughing), cooking contests and giveaways, and for information on books, toys and apparel for moms and their children, visit www.eeMOMS.com.