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LIFE AS A SINGLE MOM: IT ISN'T EASY, OR IS IT? 100% OF BOOK PROCEEDS WILL SUPPORT WORK OF NON-PROFIT ORGANIZATION

North Brunswick, NJ: October 22, 2007: *"Life As A Single Mom: It Isn't Easy, Or Is It?"* is the debut book by author Stephanie M. Clark, Founder & CEO, My Daughter's Keeper, Inc. (MDK), a national educational and self-development 501(c)3 non-profit organization. Based in New Jersey and founded in 2002, MDK works to heal and strengthen mother and daughter relationships as well as empower single moms. 100% of book proceeds will support the work of My Daughter's Keeper including an emergency & empowerment fund for single moms called **"A Hand Up" Fund** through the Project Single Moms™ program.

"This is not only my debut book but, also the debut book published by MDK's newly-formed for-profit subsidiary, MDK Media, Inc. It is so crucial for the Board and staff to seek out and create new opportunities to sustain the growth of the organization as well as develop earned income strategies to support our existing and new programs. My personal commitment to ensuring the longevity of MDK is exhibited through my decision to direct 100% of the proceeds from my debut book to support our mission and programs," says Stephanie M. Clark, Founder & CEO, My Daughter's Keeper, Inc.

Clark has been a single mom for over 15 years and has worked to empower other single moms through her work at My Daughter's Keeper, Inc. Over the past five years, MDK has served over 1,200 mothers and daughters throughout the tri-state area providing counseling, mentoring and family empowerment workshops and retreats. Over 500 "behavioral-challenged" female teens have been served through MDK's Mentoring Matters program. MDK has also worked with more than 30 formerly incarcerated single mothers to assist with their reintegration back into society by equipping them with life skills and job readiness training.

Ms. Clark's life's work is to seek out and create opportunities for women and girls to enhance their quality of life. She is also President and Publisher of MDK Media, Inc., a full-service media company which publishes inspirational and empowerment books written by women and girls for women and girls and offers a speakers bureau for groups, organizations, and corporations looking for dynamic keynote/motivational speakers and workshop facilitators.

Life As A Single Mom: It Isn't Easy, Or Is It? is scheduled for release in October 26, 2007. The paperback, non-fiction book sets out to inspire, empower and equip single moms who may have given in to life's adversities which may cause them to be ineffective in raising their children as well as accomplishing personal and professional goals. The book provides parenting tools outlined in the ten (10) steps to achieving success as a single mom. It also provides heartfelt stories of resilient single moms from throughout the United States and as far as Australia who share both their challenges and successes as single moms.

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Of the 47 single moms featured in the book, 56% indicate that their greatest need according to priority is financial; parent support follows as their second priority with 44% of the single moms. Although lack of finances and single parenting are these single mom's greatest challenges, they have not allowed these impediments to interfere with their ability to overcome many struggles they have faced and continue to deal with in their daily lives. Their strength and resiliency has allowed them to successfully raise their children on their own as well as achieve some of their personal and professional goals. Yet, in the quiet silence of their hearts and minds, many single moms still feel blocked, alone and that their dreams have been deferred or are not within their reach trying to make it on their own.

"Life as a Single Mom" will target the population of over 10 million single moms in the United States and abroad. The book addresses how and why many women become single moms. It also includes a special chapter dedicated to single teen moms and those teens who may be tempted to travel down the same road. Although the book places an emphasis on single moms raising daughters, it is applicable to every mother and caregiver raising sons and daughters and a lessons learned guide for every teenage girl and new mother.

Project Single Moms™ is a movement designed to empower, educate, engage, energize, equip and enhance the quality of life for single mothers. Twenty-five percent (25%) of *"Life as a Single Mom"* book sales will be used to create and sustain *"A Hand Up™ Fund"* which offers temporary financial assistance to single moms for emergency and empowerment purposes without obligation to repay. Annual memberships and donor contributions will also support the fund. The fund will begin granting requests as of January 1, 2008.

MDK's mission has expanded both locally and nationally and will offer programs and services through affiliate chapters slated to launch during 2007-2008. Local expansion programs are currently being formed throughout New Jersey in New Brunswick, Newark, Paterson, and Bergen County. National expansions are taking place in Tampa Bay/St. Petersburg and Detroit, MI.

Media Note: Ms. Clark and Single Moms are available for interviews , special appearances and photo ops.

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