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PROJECT SINGLE MOMS PROGRAM REACHES GLOBAL AUDIENCE MOVEMENT CONNECTS MOMS THROUGH UNIVERSAL MESSAGE OF SINGLE PARENTING

North Brunswick, NJ: November 8, 2007: The Project Single Moms program has attracted a global audience. The international movement is connecting moms from around the world through the universal message of single parenting. Project Single Moms is a program administered by My Daughter's Keeper, Inc., (MDK) a national 501c3 educational and self-development organization based in New Jersey.

"Our marketing and outreach efforts through the internet are proving to be effective as we have attracted attention from single moms and daughters from Australia, China, Africa and the Netherlands. It is our goal to create an international movement which empowers, educates and equips single moms with the tools to enhance their quality. As the response grows from abroad, we plan to develop an international exchange program for single moms so that MDK can contrast how single parenting is similar and different in various parts of the world as well as identify key issues confronting single moms from cross-cultural perspectives," says Stephanie M. Clark, founder & CEO, My Daughter's Keeper, Inc.

A member of the Project Single Moms movement is Louise Marie Clayton from Australia. Louise regularly exchanges commentary on parenting in Australia with the other Project Single Moms through Project Single Moms website's message board. In one exchange Louise writes, "Our Prime Minister introduced the great idea for women having babies to receive a baby bonus of \$4,000, and there are no catches. You do not have to pass a suitability test. Anyone can have the child and then the money. People who are drug dealers and neglectful of their kids are eligible for this program." Louise expressed that she is very eager to learn about single parenting in America to see if there is any consistency in the human services programs and policies.

In another posting to the message board, Louise exclaimed, "When my son was 15 years old, he became very suicidal and I ranged to make appointments for him to be seen through the public mental health system at our local hospital. Once they knew he was 15, they had to ask him if he needed help. He was the one with the ability to say yes or no, not the parent worried about their child. Needless-to-say, he said "No I am fine." So my concern or word didn't matter. When my daughter ran away three years ago and became a victim to a crime, because she was 16 years old, she had the right to say "No, don't tell my mother." Yet, if the child causes damages or commits a crime, the blame falls on the parent and their inability to guide their child in the right direction. Parents hands become tied by the child and the legislation when our kids turn 14 or 15 years of age. Children are paid to leave home if they find the rules at home are too strict or they decide they don't want to live there."

Through an internet search on mothers and daughters, Ada Gu from Shanghai, China learned about My Daughter's Keeper, Inc. and emailed its founder, this past September, with a list of eleven questions about single parenting and mother/daughter relationships. Ms. Gu is a feature reporter of the *Shanghai Morning Post*, which has a circulation of 500,000.

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After posing questions specific about the work My Daughter's Keeper does with mothers & daughters, teen girls and single moms, Ms. Gu stated, "There are some problems between Chinese mothers and girls." She went on to share about her relationship with her mother. "My mother and I have different opinions on how I should dress. I like the latest fashion, but she doesn't appreciate it. She tells me, 'You should dress like a refined girl.' I don't agree with her and I think she is out of fashion. I will graduate from university and my mom wants me to become a civil servant. To her, it's the best career for girls because being a civil servant means a steady job and good welfare. But, I want to take a more challenging job. There is a big divergence. I have a single parent family. My mother raised me alone, so she had to work very hard. Her job is unsteady, so she doesn't have much time to stay at home. So, I don't have many chances to get along with her. I know we love each other, but I feel lonely," says Ms. Gu.

"Through the Project Single Moms program we hope to create a supportive network for single moms and their daughters from around the world to connect and exchange parenting strategies, gain new perspectives, a better understand and an appreciation of cultures," says Stephanie M. Clark.

Project Single Moms™ is a movement designed to empower, educate, engage, energize, equip and enhance the quality of life for single mothers. Program participants will have access to a special fund for single moms. "**Hand Up™ Fund** will offer temporary financial assistance to single moms for emergency and empowerment purposes without obligation to repay. Book sale proceeds, annual memberships, fundraising events and donor contributions will support the development and growth of the fund. The fund will begin granting requests as of January 1, 2008.

Through the Project Single Moms' program, My Daughter's Keeper, Inc. will work to connect them to professional experts, resources and support to help make some of their dreams a reality such as obtaining home ownership, creating a financial plan, investor education, starting and growing a business, pursuing graduate degrees and more. In addition, PSM will challenge single moms to move beyond their comfort zones to strive to achieve success as business owners and published authors. Single Moms will be able to connect and build strong support networks so they never have to feel alone.

Membership for the Project Single Moms program is open to single moms of all ages and socioeconomic backgrounds. Membership information can be obtained on the website at www.projectsinglemoms.com. For more information, call (732) 565-3793, ext. 3.

"*Life As A Single Mom: It Isn't Easy, Or Is It?*," is the debut book by Clark, founder of My Daughter's Keeper, Inc. MDK works to heal and strengthen mother and daughter relationships as well as empower single moms and teenage girls. 100% of the book sales will support the mission and programs of MDK.

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 for-profit subsidiary of My Daughter's Keeper, Inc., and is a full service media company which publishes inspirational and empowerment books written by women and girls for women and girls.

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 Paterson, New Brunswick, Newark, Jersey City, Bergen County & Camden. National expansions are taking place in Tampa Bay/St. Petersburg, Rockford, IL and Detroit, MI.

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

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