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MY DAUGHTER'S KEEPER, INC. LAUNCHES PROJECT SINGLE MOMS™ PROGRAM TO EMPOWER & SUPPORT SINGLE MOMS LOCALLY & NATIONALLY PROGRAM OFFERS SINGLE MOMS A HAND UP AND NOT A HAND OUT

North Brunswick, NJ: October 22, 2007: On Saturday, July 28, 2007, My Daughter's Keeper, Inc. launched a new program called Project Single Moms™ (PSM) during a breakfast at the Hyatt New Brunswick hotel in New Brunswick, NJ in which 29 single moms from the tri-state area who are contributors of the book, *Life As A Single Mom: It Isn't Easy, Or Is It?* were in attendance. Stephanie M. Clark, Founder & CEO of My Daughter's Keeper, Inc. is the author of the book which is scheduled for release in October 2007.

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. *"A 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.

Project Single Mom's philosophy is first about the Woman and secondly about the Mother. It's about empowering and teaching single moms how to put their needs first and all others second. This action is defined as Heart Reversal™ which simply means turning your heart inward to give back to yourself. It's about taking time to make time for you. When single moms become more fulfilled, productive women, they can then raise fulfilled, productive children. When single moms are healthy and happy, their children will be healthy and happy.

Project Single Moms' program objectives include:

- Empowering single moms to pursue their dreams and passions by challenging them to step outside of their comfort zones to live their best life ever;
- Educating single moms by connecting them to resources to help make better informed and wise choices for their lives;
- Engaging single moms by connecting them with other single moms and opportunities;
- Energizing single moms to take action and make things happen in their lives;
- Equipping single moms with information, tools and access to people and opportunities to help them accomplish their personal and professional goals; and
- Enhancing the perspectives of single moms that through focused-efforts and hard work they can live the life they have always imagined.

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Of the 47 Project Single Mom participants 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 these single moms 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. More than $\frac{3}{4}$ of our single moms are not single parenting by choice and desire to be married in the future.

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 who founded My Daughter's Keeper, Inc. (MDK), a national educational and self-development 501(c)3 non-profit organization, based in New Jersey in 2002, 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, Inc. including 25% of all book sales allocated toward creating and sustaining *A Hand Up Fund*. Books may be ordered through the website at www.lifeassinglemom.com or www.projectsinglemoms.com.

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 New Brunswick, Newark, Paterson, and Bergen County. National expansions are taking place in Tampa Bay/St. Petersburg, FL and Detroit, MI.

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

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