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Moms invited to write their hearts out this summer

Please Mum and momcafé team-up to present 2nd Annual Summer Writing Contest

Vancouver, B.C. - Moms across Canada and around the world will be putting pen to paper and challenging each other in the second annual summer writing contest presented by **Please Mum** and **momcafé** at <http://www.momcafe.net/SummerWritingContest>. Until **August 9, 2009**, moms are invited to make online submissions of short stories under 500 words and within one of three categories (*The Great Canadian (Very) Short Story; Against All Odds; Mom-moments*).

Winners will be determined by an open online voting process starting July 20 where friends, family and peers will be encouraged to judge the entries and vote for their favourite story. The first place winner will receive a \$250 gift certificate to **Please Mum** and Nikken True Elements Swiss Organic Certified Skincare Program from **Simplee Serene** valued at \$260. Second and third place winners will each win a \$50 gift certificate to **Please Mum** as well as a variety of secondary prizes. All winners will also receive a one year membership from **momcafé** valued at \$99 and priceless exposure through an issue of Babyvibe.ca and both the **Please Mum** and **momcafé** websites (www.pleasemum.com and www.momcafe.net).

“Based on the incredible submissions last year from across Canada and the around the world, we’re excited to read the entries this summer,” said Jill Earthy, co-founder of momcafé. “Last year’s inaugural contest was extremely successful and we’re pleased to make this year’s contest even bigger and better, thanks to our partnership with Please Mum.”

“We are proud to support momcafé and its initiatives created for moms at home and at work,” said Philip Penneway, Please Mum. “Since we opened our doors more than two decades ago, we’ve been actively involved in the community and this is one more way we can support moms and their families.”

2009 contest categories

The Great Canadian (Very) Short Story.....a family friendly tale with a focus on a Canadian experience. Use your creativity, show off your writing skills, maybe it will be a best seller!

Against All Odds.....a life or business success story or a spectacular comeback. Life is full of people who have seemingly done impossible things-big and small. Everyone can make a difference. Tell us about your hero, or something you are proud of.

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Mom-moments.....factual essay about any mom and what she means to you, or a story about something you have experienced in your life as a Mom. Make it educational, moving, inspirational or just downright funny. It's your story, your choice.

Moms (entrepreneur moms, corporate moms, stay-at-home moms, retired moms; and wannabe-moms of all ages aka dads, aunts, uncles) across Canada and around the world are invited to enter the writing contest. All writers, professional, amateur and first-time writers are welcome to participate. Last year's entrants are also encouraged to submit new and exciting stories. Contest details are at <http://www.momcafe.net/SummerWritingContest>.

Prizes will include:

Grand Prize

\$250 gift card from **Please Mum**

Work published in an issue of **Babyvibe.ca**

\$260 value of Nikken True Elements Swiss Organic Certified Skincare Program from **Simplee Serene**

One year of membership with **momcafé**

1st Runner Up

\$50 Gift Certificate from **Please Mum**

\$100 Gift Certificate from **Spa Boutique**

Work published in an issue of **Babyvibe.ca**

One year of membership with **momcafé**

2nd Runner Up

\$50 Gift Certificate from **Please Mum**

One pair of **Stonz Wear Booties**

Work published in an issue of **Babyvibe.ca**

One year of membership with **momcafé**

Special Incentive for Entrepreneurial Moms ~ Entrepreneurial Mom Package

\$50 gift certificate to **Please Mum**

\$100 45 Minute Coaching Session (\$100 value) from **Inspiritu Life Coaching**

Free e-newsletter profile on **momcafé** regional e-newsletter, an opportunity to showcase product or service to a powerful group of local consumers delivered directly to the inbox of approximately 1,500 moms.

Other Prizes Include;

\$100 Gift Certificate from Prema Sai Wholistic Living

Children's Etiquette Tutorial from The Image Builders

about momcafé

momcafé has a simple mission; to provide a forum to connect and inspire women. Through meetings, seminars and internet based communication tools, now across Canada, momcafe brings positive and inspiring role models to speak to **momcafé** attendees. Their experiences

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and successes prove that the challenges of motherhood are no longer obstacles to having a fulfilling career, business, or community involvement. It is up to each individual to choose how to use their advice or experience. A donation is made from the event proceeds to a variety of charities that support women and children.

Vancouver residents Jill Earthy and Hilary Wooller founded **momcafé** in September 2007 after identifying a huge lack of resources for moms needing business and professional support, and a forum for networking with other moms. After two years of sold-out events in both Calgary and Vancouver, and a rapidly growing membership, momcafé is expanding to Toronto in response to demand.

about Please Mum

Please Mum is a trendy, boutique-style children's wear retailer based in Vancouver, Canada. We create high-quality, high-value clothing that is affordable and easy care. Mums and Dads love that our clothing reflects contemporary fashion trends and has rough and tumble, kid-friendly features that make it colorful as a beach ball and tough as a rope swing. The integrity of our company rests upon the fair and equitable treatment of each employee. We are proud to provide a strong, economic base through the creation of more than 1,100 full-time and contractual jobs. We are a proud Canadian institution.

Please Mum has also joined on as **momcafé's** first national sponsor as the organization is launching a Toronto chapter later this year.

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