



MEDIA ADVISORY

For immediate release: Tuesday, November 3, 2009.

“Moms in the Media”

Balancing work, family and the spotlight

CALGARY, AB – Balancing work and family is a challenge in itself but two successful Calgary moms in the media are doing it all while being in the spotlight too! Tara McCool, local television host and Ellen Percival, Publisher/Editor of Calgary’s Child Magazine will share their unique and inspirational stories of balancing work, family and the media at the next **momcafé** event on **Friday, November 27** at Earls Restaurant Westhills.

Tara McCool, Television Host

www.twitter.com/Tara_McCool

Tara McCool is the mom of three kids (9, 6 and 3) and is currently hosting Flames Pay Per View, which means she had to get schooled quickly on the game of hockey. No problem – moms are natural-born multi-taskers, right? She had plenty of experience learning about new things in a timely fashion when she co-hosted Breakfast Television in Calgary from 2003 to 2008. Before BT, Tara hosted a national reality show called “Hooked Up,” co-anchored the Global News Morning Edition in Calgary and co-hosted Stampede in the City for a few years on Global, which covered chuckwagon and rodeo highlights.

In 1997, McCool also helped launch A-Channel in Calgary, as an anchor and reporter for the newscast Live @ 5. While there, McCool won a White Hat Media Award for her contributions to the community and was nominated for a Canadian Association of Broadcaster’s Award for a six-part series she produced on post-war Kosovo. Tara has also been named one of Calgary’s “Top 40 under 40” twice, by Avenue Magazine.

Ellen Percival, Publisher/Editor of Calgary’s Child Magazine

www.calgaryschild.com

Ellen Percival is the Co-Founder and Publisher of the award-winning parenting publication, Calgary’s Child Magazine. Since it first hit the newsstands in 1994, Calgary’s Child Magazine has been supporting, connecting and informing parents in innovative ways. Ellen’s commitment to helping parents, children and community is evident in the hours she devotes not only to Calgary’s Child but to a variety of charities she participates in. Widely recognized for her work ethic, positive attitude and innovative strategic thinking, Ellen, a Women of Vision



recipient and mother of two, brings both a fresh and informed perspective to the issues that shape the lives of Albertans. Ellen is sought after as a regular guest to share her expertise on a variety of Calgary media including Global TV, and CTS TV, 770am and 88.9 Shine FM.

What: momcafé event
"Moms in the Media"

Who: Tara McCool, Television Host
Ellen Percival, Publisher/Editor Calgary's Child Magazine

When: 9 a.m. – 11 a.m. (registration begins at 8:45 a.m.)
Friday, November 27, 2009

Where: Earls Restaurant Westhills, 140 Stewart Green SW
Calgary

Cost: \$35 non-members - \$29 members (plus GST)
Onsite childcare is available for an additional fee.

To register: www.momcafenetwork.com/register/43

Website: www.momcafenetwork.com/view_event/43

A portion of the event proceeds will go to support the Generations of Hope Fertility Fund.

momcafé is connecting and inspiring like-minded moms by providing an interesting and supportive forum in which moms can learn from each other and share ideas. This is achieved through regular meetings, quarterly seminars and access to online resources. **momcafé** is designed to support the dialogue between educated, savvy women who are striving to balance their lives.

www.momcafenetwork.com

Thank you to our bronze sponsor Please Mum.

For additional information please contact:

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