

MOMbo

PRESS RELEASE

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Motherhood CD a hit for gift giving

MINNEAPOLIS, MN., September 12, 2005—"Now You MOMbo," an audio CD about, by, and for mothers, is riding the recent wave of interest in motherhood. Available locally in gift stores and nationally over the web, this four CD set released earlier this year is proving to be the perfect gift for new moms and soon-to-be-moms.

"NOW YOU MOMbo" is the voice of reason every mother craves amidst the daily challenges and joys of raising children. The series focuses on stories from real moms struggling with the everyday issues of parenting in the early years. It connects parents with one another through conversation and commentary.

"My customers love 'Now You MOMbo'. Whether it's for a sister, daughter, best friend who lives far away, the stories, the wisdom, and the hilarity of the Now You MOMbo CD set is the perfect thing for new or expecting moms," says Terre Thomas, owner of Fairy Godmother a gift store in south Minneapolis. "It's a perfect gift when you can't be there at the kitchen table reassuring a new mom who you love that mothering is a great—and bumpy—ride."

Host and producer Nanci Olesen, a talented producer of programs on parenting, guides listeners through eight phases of having and raising a young child. Topics include pregnancy, the shock of having a newborn, sleep deprivation, toddlerhood, worry, the awakening of activism when one becomes a parent, choosing schools and understanding the school age child, and balancing work and home.

Interviews feature mothers and professionals, including Arlie Hochschild, author of *The Time Bind* and *The Second Shift*, Ann Crittenden (*The Price of Motherhood*), and Dr. Harriet Lerner (*The Mother Dance*).

ABOUT MOMbo—Born in 1990 as a weekly radio program with commentary, interviews, and music from the underbelly of motherhood, MOMbo is hosted and produced by Nanci Olesen. The show originated at KFAI in Minneapolis, Minnesota and aired on the Pacifica Radio Network from 1997 through 2002. Since 2001, MOMbo specials have aired on Public Radio International, and more than 60 stations have carried "Now You MOMbo" this year. MOMbo pledges to "broadcast the everyday truth about motherhood (in order to save the world)," and offers a website resource for moms at www.mombo.org.

ABOUT THE ARTIST/PRODUCER—Nanci Olesen came up with the idea of a radio show for moms and by moms in the middle of the night in 1990 while patting her baby back to sleep. She is married to actor Steve Epp, and they have three children together. Nanci fills her spare time working at Lucia's Restaurant, performing at Heart of the Beast in the Twin Cities, and volunteering at her children's schools.

GRAPHICS—High resolution graphics of the "Now You MOMbo" cover art and MOMbo logo are available for download at www.mombo.org/press.html