



Techno-Savvy Moms with Newborns Needed to Chronicle Daily (mis)Adventures

She's sassy, fearless and lively ... and she's ready to expose her personal diary in The Sling & Swaddle Journey for a chance to win the \$2K grand prize. Just in time for Mother's Day, the competition is gearing up with the selection of 30 fabulous moms who will take social media to a whole new level on Twitter with a colorful and poignant display of life's adventures in the dawning of motherhood.

Dallas, TX ([PRWEB](#)) April 29, 2009 -- Calling all fabulous, techno-savvy mamas in the dawn of motherhood... apply now. [The Sling & Swaddle Journey](#) will capture the vibrant, real-life adventures (or misadventures) with a newborn as it thrust 30 select moms into the spotlight on Twitter. Presented by [Miracle Blanket®](#) and [Hotslings®](#) throughout the month of June, the 30-day open diary platform will not only validate the archetypal and somewhat amusing milieu of juggling motherhood, work and love life in this overly complicated modern world, it will win one mom a grand prize propelling her into virtual stardom.

"Nothing quite compares to the dawn of motherhood with all the wetting and endless crying ... and that's just mom," laughs Susan Havens, VP of marketing for Miracle Industries, LLC., home of the Miracle Blanket. "Seriously though, life with a newborn is so colorful and thousands of moms are already blogging some pretty hilarious, quirky, heart-wrenching and heartwarming stories day-in and day-out. We thought it would be fun to round them up and create a virtual camaraderie in a competition that will ultimately send one mom home with a cache of wonderful prizes from our sponsors."

Valued at over \$2,000, the grand prize includes a feature in Pregnancy & Newborn Magazine Online along with gift certificates and products from Miracle Blanket, Hotslings, Babies"R"Us, Medela, Diapers.com, Patricia Ann Designs, Dr. Harvey Karp's The Happiest Baby DVD series, Avon and the list continues to grow.

"Bashful won't cut it," says Kacy Jones, Creative Marketing Manager for Hotslings. "We're looking for witty, creative, outrageous, fun, even cantankerous tales of motherhood - you know, the good, the bad, the ugly and the funny. We want these moms to get real with readers."

Moms throughout the U.S. and Canada are encouraged to submit pitches between May 1st and 15th to be one of the 30 moms selected. Individuals must have a baby between the age of newborn and 3 months old. Submissions will include photos, a quick survey and a 200 word write-up. Representatives from Miracle Blanket and Hotslings will select the top 30 moms based on criteria to include visual creativity, writing creativity, overall writing style, uniqueness of family, location, story, enthusiasm, etc. Contact will be made with the select moms by May 25th.

Each mom selected will be provided a Hotslings carrier and two Miracle Blankets, as well as the necessary parameters and custom Twitter accounts with "Journey" branded backgrounds. Links will then be listed on the host website at www.SlingandSwaddleJourney.com. The competition begins June 1st as moms compete by micro-blogging daily about their journeys in motherhood. Daily features must include usage and experiences with the Hotslings carrier and Miracle Blanket as well as weekly photos.

Representatives from Miracle Blanket and Hotslings will select the winning mom based on select criteria to



include number of followers, creativity, collective daily average hits, etc. Moms will be encouraged to use their own personal blogs to increase visitors.

To enter go to www.SlingandSwaddleJourney.com.

To read more about the hosting companies visit www.miracleblanket.com and www.hotslings.com.

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