



FOR IMMEDIATE RELEASE

November 19, 2009

**McDONALD'S RELEASES "MEET THE MOM BLOGGER SERIES"  
ON MOMTV FILMED AT BLOGALICIOUS 2009**

Videos Spotlight Women Bloggers of Color As Part of the Company's Commitment to Ronald McDonald House Charities®

(WASHINGTON, DC) [Watch Blogalicious 2009 attendees on MomTV](#) as they support Ronald McDonald House Charities'® (RMHC®) commitment to children, their families and to making the world a better and more caring place. This October in Atlanta, women bloggers from across the country gathered to celebrate diversity in the blogosphere at Blogalicious 2009. The event, a three-day conference hosted by the founders of MamaLaw Media Group, featured a weekend of educational, social, and networking opportunities for amateur and experienced social media enthusiasts alike. The conference discussed issues such as marketing to women of color and offered tools for bloggers to perfect the art of blogging for business as well as to improve their personal blogs.

[The on-site interviews sponsored by RMHC](#) were conducted by Maria Bailey, CEO of [BSM Media](#), a full service marketing and media firm that specializes in marketing to mothers. Ms. Bailey views the interviews as "an example of engaging moms in a 2.0 way that creates a relevant dialogue and allow these moms to continue the conversation." Ms. Bailey spoke with influential women bloggers of color such as novelist, Denene Millner of [My Brown Baby](#), and Ms. Latina of [Latina on a Mission](#) about their perspective on mom blogging.

For 35 years, RMHC has supported programs that directly improve the health and well being of children by providing a bridge to quality health care. With the approach of McHappy Day® on November 20, RMHC is endeavoring to spread the word about the Charity using social media. On [Facebook](#), fans can download the "Give a Hand® for Ronald McDonald House Charities" online widget application, and McDonald's will donate \$1 for each of the first 35,000 Hands shared online. Followers can link to [the RMHC web site](#), or [follow the Charity on Twitter](#) using the #McHappyDay hash tag.

**About MamaLaw Media Group**

MamaLaw Media Group (MMG) was founded by the creators of the lifestyle and parenting blog, [MamaLaw](#), founders of the [Blogalicious Weekend](#) conferences and [The bLink Marketing Network](#). The women are three mothers, attorneys, and entrepreneurs. Peppared with kernels of parenting wisdom, the MamaLaw blog has received numerous awards and has been repeatedly featured as a top parenting and lifestyle blog. The founders of MamaLaw are available for press/blogger interviews, product reviews, speaking engagements and PR outreach opportunities. For media inquiries contact Nyasha Smith at 202.431.7277 or [contactus@blogaliciousweekend.com](mailto:contactus@blogaliciousweekend.com) Blogalicious 2010 will take place in Miami, FL on October 8 – 10, 2010.