

For Immediate Release



SheKnows Announces New Face of Fatherhood Panel – Leading Women’s Destination Places New Dads in the Hot Seat

LOS ANGELES, CA – May 23, 2008 – SheKnows.com (www.SheKnows.com), one of the fastest growing online destinations for women, announced today the panelist lineup of five young dads with diverse backgrounds and unique perspectives on parenting. Panelists include *American Idol* favorite, Bo Bice; co-founder of Invisible Children, Jason Russell; author Steve Almond; NHL player and center for the Anaheim Ducks, Todd Marchant; and founder of The Dad Network, Matt McAfee.

The New Face of Fatherhood panel will feature these fathers' opinions on hot parenting topics such as sex education, down’s syndrome and vaccination, coinciding with SheKnows polling readers for four weeks leading up to Father’s Day. SheKnows is an authoritative source for women ages 25-54 and is currently one of the top 10 online properties for women.

Bo Bice (www.BoBice.com) is an *American Idol* favorite and Season 4 runner-up. Since his *AI* run, Bo has released the albums *The Real Thing* and *See the Light*. His single, “Witness,” spent three consecutive weeks at number one on VH1’s Top 20 countdown. Bo lives in Nashville with his wife, Caroline, and 2 year-old son, Aidan. The couple is expecting another child in August.

Jason Russell is a filmmaker and co-founder of Invisible Children (www.InvisibleChildren.com), a film documentary turned movement, working to improve the quality of life for individuals in conflict/post-conflict regions through education and economic opportunities. He has a son and says he wants 9 more children with wife and best friend, Danica.

Steve Almond is the author of two story collections, *My Life in Heavy Metal* and *The Evil B.B.*

Chow, the novel *Which Brings Me to You* (with Julianna Baggott), and the non-fiction book *Candyfreak*. His new book is a collection of essays, *(Not That You Asked)*. Almond lives outside Boston with his wife and daughter Josephine, who can now make the noises of seven different farm animals. His on-line home is SteveAlmond.com (www.StevenAlmond.com).

Todd Marchant is an NHL player and center for the Anaheim Ducks. He won his first Stanley Cup when the Ducks defeated the Ottawa Senators in the 2007 Stanley Cup Finals. Todd started a hockey school which raised \$50,000 for charities to help less fortunate children achieve their goals. He and his wife, Caroline, have 3 children: Lillian, Ashley and Timothy.

Matt McAfee is the founder of The Dads Network (www.TheDadsNetwork.org) which guides and assists Dads' Network Communities in providing a safe, secure, free place for fathers to receive support and empower one another to become better dads and community leaders. He and his wife Linda have a son, Tyler, and are expecting a daughter in May.

You can find the *New Face of Fatherhood* panelists' bios, photos and discussion questions featured on SheKnows.com (www.SheKnows.com).

About SheKnows

SheKnows.com (www.SheKnows.com) is the authoritative source for women ages 25-54 with exclusive articles and content on pregnancy, parenting, health, hobbies, entertainment, money, dating, beauty and celebrities – and also serves as the demographic/psychographic hub for a family of other female-centric web properties. As one of the fastest growing destinations on the web with sites like soaps.com, lovingyou.com, pregnancyandbaby.com, fabulousfoods.com, childfun.com, and familycenter.com, SheKnows is currently one of the top 10 properties for women and attracts over 12 million unique visitors with over 100 million page views each month. Unlike online distributed networks that merely aggregate disparate unrelated websites, SheKnows is a legitimate branded destination which owns most and manages all its sub-properties. For advertisers, opportunities for sponsorship and creative integration go beyond the banner to make marketing messages an uninterrupted part of the user experience. Founded in 1999, the company is based in Los Angeles with sales offices in New York and Chicago. SheKnows is part of AtomicOnline (www.AtomicOnline.com), a diversified online media company.

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