



Parenting's 2009 Family Road Trip

Over 15,000 families entered to win an all expense-paid vacation from **Parenting** by submitting a 100-word essay on Parenting.com. Visitors cast more than 70,000 votes on Parenting.com for their favorite family and the program garnered significant local media attention, including:

THE PROGRESS

SC now .com

Morning News

Local news outlet highlights Family Road Trip winner, the Hess family from Marion, SC, throughout the duration of the contest. Coverage included TV, print, and web promotion.

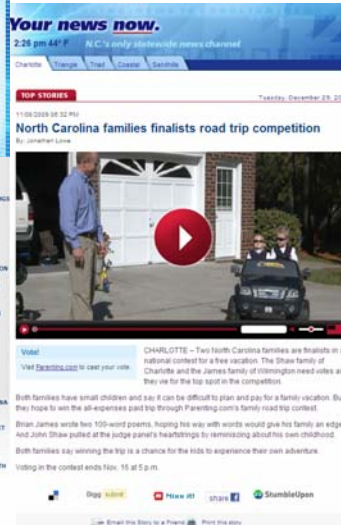


StarNews ONLINE

10/21/09
Washington, NC newspaper promotes local finalists, the James family.



NEWS 14 Carolina



11/8/09 Local television station interviews the two North Carolina finalist families in the contest: the Shaws from Charlotte, and the James family from Wilmington.