Family. Redefined.

TABLE OF CONTENTS

| ABOUT THE NOTMOM          | 04-05 |
| PRESS RELEASE             | 06-09 |
| MEET THE TEAM             | 10-11 |
| FAST FACTS                | 12-13 |
| IN THE NEWS               | 14-15 |
| FROM THE BLOG             | 16-17 |
| MEDIA OPPORTUNITIES       | 18    |
| CONTACT                   | 19    |

For Word files and photo downloads, please visit thenotmom.com/press

For interview and media requests, please contact REENA S. GOODWIN REENAPR@FACTEUR.COM
The NotMom is a distinctive resource of news, commentary and connections for the growing community of women without children. While living in a Mom-centered environment, these women are not Moms, by choice or by chance.

The NotMom was launched in 2012 to spotlight the unique perspectives, legacies and dimensions of a woman’s life without motherhood through its blog, events and social networks. The organization is American in focus, but global in scope. One of every six American women is childfree or childless, and nations around the world report comparably historic numbers, yet many feel isolated, accommodated, or overlooked.

Those women who never wanted children, those who once hoped for them, and those who have never given birth but may care for stepchildren or young relatives are embraced. The NotMom believes that every childless or childfree woman is on her own path while traveling the same road.
FOR IMMEDIATE RELEASE

(September 20, 2017)- The NotMom is pleased to present the second NotMom Summit, the world’s only major conference for women without children by choice or by chance. The event will take place on Friday, October 6 and Saturday, October 7, 2017 in Cleveland, Ohio and will bring more than 100 women from around the world for a weekend of in-depth conversations, speakers, film screenings, and other special events.

“The NotMom Summit connects, informs and empowers the growing audience of childless and childfree women, providing them with the very rare opportunity to come together offline and acknowledge the shared aspects of their lives,” said Karen Malone Wright, founding voice and chief executive of The NotMom.

This year’s theme, Family. Redefined, weaves through presentations by experts from the United States and United Kingdom including academics, counselors and other professional NotMoms. Breakout sessions will cover issues of life without children in a Mom-centered world, including health, relationships, global differences, aging and more.

This year, the NotMom is proud to welcome two renowned guests as its keynote speakers:

Friday, October 6: Marcia Drut-Davis
Drut-Davis is author of Confessions of a Childfree Woman: A Life Spent Swimming Against the Mainstream. She was memorably profiled in an episode of “60 Minutes,” becoming one of the first American women to speak publicly about making the decision to live childfree.

Saturday, October 7: Jody Day
British author and social entrepreneur Jody Day, a trainee integrative psychotherapist and founder of Gateway Women, a global support network reaching nearly two million women who are childless by chance. She is author of Living the Life Unexpected: 12 Weeks to Your Plan B for a Meaningful and Fulfilling Future Without Children.

“Our keynote speakers represent the broad spectrum of women without children who approach life differently than Moms, from how they spend their money and plan their lives, to how they relate to family and friends,” said Wright.

(Continued on next page....)
Registration for the NotMom Summit is open now and is already drawing attendees to Cleveland from the United Kingdom, and as far as New Zealand. This year, the conference is also proud to open its doors to documentary film producers from New York City, who will be on-site to capture the event and tell its story in a forthcoming flick. Visit http://notmom-summit2017.sched.com for the full schedule.

The inaugural conference held in 2015 attracted women from five countries and 18 states across America.

About The NotMom®
The NotMom is an online community and live event organization for and about women without children by choice or by chance. We engage and influence a growing audience of nearly 30,000 women through our blog, events and social networks focused on the unique dimensions of life without children in a Mom-centered world.

# # #

“Our keynote speakers represent the broad spectrum of women without children who approach life differently than Moms, from how they spend their money and plan their lives, to how they relate to family and friends.”

KAREN MALONE WRIGHT, FOUNDING VOICE AND CHIEF EXECUTIVE OF THE NOTMOM

Marcia Drut-Davis

Jody Day

Marcia Drut-Davis
MEET THE NOTMOM TEAM

KAREN MALONE WRIGHT: FOUNDING VOICE AND CHIEF EXECUTIVE

Somewhere around 2008, Karen Malone Wright fell in love with the social web. After more than 20 years in corporate communications in print, television, health care, philanthropy and her own business in Cleveland, Detroit, and Washington, D.C., she became a self-taught evangelist teaching digital tools and strategies she knew would change human communications forever.

What Karen didn’t share publicly was that in all of cyberspace, she couldn’t find a place for women like herself. By 2010, she was an over-50 only child without the large, loud family she had imagined. Websites for empty nesters, hopeful grandmoms, pre-adoptive and childfree-by-choice women didn’t fit, and infertility blogs felt too sad.

In 2011, living in Cleveland with her husband Andy, cheering every move, Karen launched The NotMom to be the online resource she’d been hoping to find. She was certain that its embrace of women without children by choice or by chance would be appreciated, and she was right.

The NotMom became Karen’s primary focus, and thousands of women across America and around the world responded by sharing their personal stories and gratitude. Major media coverage followed, from The New York Times to BBC Radio London, and Karen won a $5,000 prize competing against other female entrepreneurs. She enjoys opportunities to speak about the growing community and influence of childless and childfree women, including at BlogHer, the world’s largest event for women in social media.

Still, Karen dreamed of connecting women without children in real life, and in 2017 she will host the second NotMom Summit, a groundbreaking international conference on topics specific to non-parents.

ADVISORY BOARD:
Amy Blackstone, Ph. D
University of Maine Department of Sociology and Margaret Chase Smith Policy Center

Laura Carroll, M.S.
Childfree author and blogger

Pamela Mahoney Tsigdinos
Reproductive medicine author and healthcare advocate

David Farmer
Advertising expert

LAURA LAVOIE: WRITER & EVENT CO-ADMINISTRATOR

Freelance writer Laura M. LaVoie, and her partner Matt, find it hard to stay in one place for very long. This hunger for the unusual led to adopting Piglet, a hairless sphynx cat, building a 120 square-foot house in the mountains near Asheville, North Carolina, and traveling all over the world. Never have they wanted to add children to their lives.

No surprise: Laura walked away from a 15-year career in the temporary staffing industry to find her voice as a full-time writer. Early on, she was frustrated by the number of gigs limited to parents, from “Mommy blogs” to major brands convinced that only Mom-to-Mom buzz sells products. Frustrated, she searched for outlets that reflected her life as a woman without children. In 2012, she discovered The NotMom, where she shares her childfree-by-choice perspectives and administrative skills, too.

KATHY CRUZ: DIGITAL MARKETING MANAGER & EVENT COORDINATOR

In 2014, Kathy and Karen transitioned their popular DIY blog, The Salvaged Boutique, into a home décor brick-and-mortar store near Cleveland, Ohio. Kathy handles marketing and branding for the shop and open studio where they offer custom furniture services and hands-on workshops.

In 2017, she launched Savvy Shopkeeper with blog posts and client services about planning, systems and tools for retail and other small business owners.

But, this particular dream required Kathy’s full concentration, and while opening and marketing the store, she had also been working as an officer in the Cleveland Division of Police. She retired from the force in summer 2017.

KAREN MALONE WRIGHT: FOUNDING VOICE AND CHIEF EXECUTIVE

Somewhere around 2008, Karen Malone Wright fell in love with the social web. After more than 20 years in corporate communications in print, television, health care, philanthropy and her own business in Cleveland, Detroit, and Washington, D.C., she became a self-taught evangelist teaching digital tools and strategies she knew would change human communications forever.

What Karen didn’t share publicly was that in all of cyberspace, she couldn’t find a place for women like herself. By 2010, she was an over-50 only child without the large, loud family she had imagined. Websites for empty nesters, hopeful grandmoms, pre-adoptive and childfree-by-choice women didn’t fit, and infertility blogs felt too sad.

In 2011, living in Cleveland with her husband Andy, cheering every move, Karen launched The NotMom to be the online resource she’d been hoping to find. She was certain that its embrace of women without children by choice or by chance would be appreciated, and she was right.

The NotMom became Karen’s primary focus, and thousands of women across America and around the world responded by sharing their personal stories and gratitude. Major media coverage followed, from The New York Times to BBC Radio London, and Karen won a $5,000 prize competing against other female entrepreneurs. She enjoys opportunities to speak about the growing community and influence of childless and childfree women, including at BlogHer, the world’s largest event for women in social media.

Still, Karen dreamed of connecting women without children in real life, and in 2017 she will host the second NotMom Summit, a groundbreaking international conference on topics specific to non-parents.

ADVISORY BOARD:
Amy Blackstone, Ph. D
University of Maine Department of Sociology and Margaret Chase Smith Policy Center

Laura Carroll, M.S.
Childfree author and blogger

Pamela Mahoney Tsigdinos
Reproductive medicine author and healthcare advocate

David Farmer
Advertising expert
In 2016, the U.S. fertility rate fell to its lowest point since the government began keeping track more than a century ago.

More women in the U.S. are childless now than at any other time.

More than 22 million American women ages 22–50 have never given birth, by choice or by chance.

1 out of every 6 women in the United States will never have children.

The proportion of childlessness among women in their late 40s has doubled over the past 30 years in the United States, the United Kingdom, Germany, Italy and Australia. (Yale Global, 2012)

The New York Times

Childless Women to Marketers: We Buy Things Too

By ALINA TUGEND  JULY 9, 2016

The Atlantic

Childless and Childfree Women Find Common Ground

A Cleveland summit creates a safe space for all women without children.

INDEPENDENT

Voices

We've placed motherhood on such a high pedestal we've forgotten the huge pros of being a child-free woman

You could be forgiven for thinking that women don't exist in any other form than mum or mum-in-waiting. In the film world, recent research showed 58 per cent of roles for women revolve around their position in the home as wife or mother.
The Question Few NOTMoms Want to Hear

"Do you want to hold the baby?"

A simple question that’s not simple at all. My assumption is that for childfree (by choice) women, the answer isn’t difficult: No! For those of us childless by chance, it’s not so easy. I always want to hold the baby. Any baby. Any age. But, as my husband reminds me time and again, doing so will mess me up for days.

It’s been a long, long time since anyone has asked me that question. My 60th birthday is within sight. The last infant I held was my goddaughter, and she is now almost 25. The children of my closest Momfriends are in or out of college, and it’s been at least 15 years since I was at a baby shower or at the home of a new Mom.

Ah, but what about the GrandMoms?

My next door neighbor rang my bell holding her new infant grandson. I opened the door and she said excitedly, "Do you want to hold the baby?" Is it possible to have simultaneous, conflicting thoughts in your head? Sure it is. At the exact same moment, I thought, "NO!" and "YES!". I invited her in, then reached for the child. I heard my husband’s voice behind me: "Hon, don’t do it."

But I did.

The smell of baby powder and baby-ness overwhelmed me. The squirming little bundle fit so perfectly in my arms. His grandmother’s approving smile beamed at me. The baby beamed a smile at me. I was so very content.

Until I wasn’t.

To read the rest of this blog post and other content, visit thenotmom.com/blog.
MEDIA OPPORTUNITIES

KAREN MALONE WRIGHT IS AVAILABLE TO DISCUSS THE NOTMOM COMMUNITY, PLUS:

The rise of childless women across the U.S. and around the world
Cultural differences and experiences of childfree and childless women
Marketing opportunities for the childfree and childless market
Aging without children
Entrepreneurship & Dream-Chasing

GET IN TOUCH

Karen Malone Wright is available for media interviews, story ideas, profiles, guest blog posts, promotional collaborations, and more.

PRESS INQUIRIES
Reena S. Goodwin
FACTEUR PR
reena@facteurpr.com
(216) 302-8485

OTHER INQUIRIES, INC. SPONSORSHIP
Karen Malone Wright
Founding Voice and Chief Executive
karen@thenotmom.com
(216) 932-4603

CONTACT

For Word file and photo downloads, please visit thenotmom.com/press.