



For Immediate Release

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### **Former *New York* magazine editor launches StrollerTraffic.com**

*An online magazine and free weekly email for city moms*

March 31, 2009 - *New York City* – Tara Mandy, a former *New York Magazine* editor, announced her newest venture, StrollerTraffic.com. StrollerTraffic cuts through the clutter of mom blogs with an authoritative voice on city parenting. “There are just so many angry rants and unfounded raves flooding the parenting space on the Web now,” says founder Tara Mandy. “We wanted to bring some legitimacy back to online editorial content by featuring true experts on the subjects city moms are thinking and talking about.”

The life of a city mom is different. It’s not harder or easier. It’s just different. City moms could rant for hours about trying to store a Bugaboo in a two-bedroom apartment, or the insane expectation that you fit back into your skinny jeans in three months. But truthfully, the biggest challenge for most city moms is narrowing down the options.

For a long time the best for your baby was equated with the most expensive. But not anymore. We are in a new era, marked by respect for value and practicality. So if it’s no longer all about the label and the price tag, how do you choose among 10 brands of organic cotton onesies or determine which mommy-and-me class is worth the tuition?

You trust the experts. At StrollerTraffic, everything you read has either been discovered by a been-there-done-that city mom or touted by a bona fide expert. Living and working in Manhattan, we know many of the folks who set parenting trends in motion. Having access to their trailblazing minds (and an insider’s peek at their next steps) is what makes StrollerTraffic the new must-read for hip city moms.

- StrollerTraffic’s free weekly “**Traffic Report**” email features tips and advice from a different industry expert each week, whether it’s the founder of Boon talking about how to keep bath toys from getting moldy or a nutritionist from Exhale explaining the downfalls of mainstream condiments.
- The StrollerTraffic **Checklist** is a downloadable PDF that lists absolutely everything an expecting mom needs, plus a recommended brand and helpful tip for each item.
- The **Scout Scoop** is a daily newsfeed on new products and trends that’s updated by the StrollerTraffic Scouts, a network of plugged-in moms in cities across the country.
- Each week, StrollerTraffic readers will be offered an exclusive deal in the form of **Stroller Swag**: covetable discounts and perks from StrollerTraffic sponsors.

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