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Marketing to Moms Coalition Solicits Nominations for H.E.R. Awards

Applications accepted March 10 – April 30, 2012, by non-profit industry group

CHICAGO (March 10, 2012) – The Marketing to Moms Coalition is now accepting nominations for its H.E.R. award, an annual accolade recognizing companies that create high impact marketing campaigns targeting mom. The H.E.R award recognizes companies that **h**onor, **e**mpower and **r**espect mothers through their marketing and public relations campaigns.

Last year's award winner was Quaker for its "Afterschool Rocks" campaign promoting its Chewy Granola Bars. The campaign paid tribute to the fact that moms enjoy bonding with their children through music and was selected by the Marketing to Moms Coalition for being fresh, well-executed, and perfectly in tune with pop culture. The campaign included the following elements:

- Exclusive video content from musical artists Jordin Sparks, Jason Derulo and Gloriana, who discussed the positive influences their moms have had on their lives
- A library of 250 "mom approved" songs curated by Quaker Chewy, housed on a special website for listening and downloading
- Retail video endcap displays
- On-package promotion
- A cause-marketing affiliation with the Afterschool Alliance, a nonprofit organization

Previous award winners include Purex (2010), Clorox (2009), Sara Lee (2008), and Whirlpool (2007).

If you would like to nominate your company for a H.E.R. Award, email Teri Lucie Thompson at tlthompson@purdue.edu to receive an entry form. Nominations will be accepted until April 30, 2012. Winners will be chosen in May for a program that has been executed within the last 12 months.

About the Marketing to Moms Coalition

The Marketing to Moms Coalition is the only industry group dedicated to furthering an understanding of America's most powerful consumers. A not-for-profit organization, the group's goal is to share knowledge and insights about moms to help marketers create programs that engage and empower this driving force of the American economy. More information about the coalition can be found at www.marketingtomomscoalition.org.

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