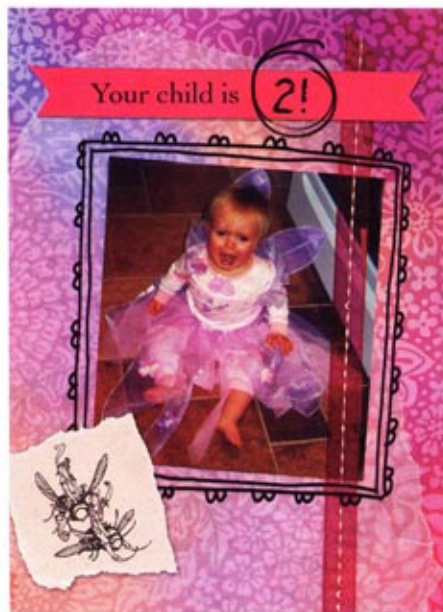


WELCOME TO DA' HOOD... MOTHERHOOD!

TWO LOCAL MOMS LAUNCH GREETING CARD COMPANY TO SHARE THE "MESS OF MOTHERHOOD"



BY LINDA SARGENT WEGNER

"I can't take one more fluffy duck or teddy bear!" says Tiffany Hauber, mother and artist. "Why do products for moms make motherhood look so soft and easy when it's also hard and wonderfully messy?"

That about sums up the thinking behind a new, Denver-based company called **MA! motherhood with attitude, LLC**. The company was launched by Hauber and Janalee Card Chmel, who is also a mom and writer. The two combined their creative skills and motherhood experiences to create a card and gift company that "shares what it's really like," and now offers the perfect opportunity and venue for moms to share those sentiments with each other.

Their Website, www.motherhoodwithattitude.com, states, "Sure, everyone gives you cards and gifts on Mother's Day. But what about those days when you lock yourself in the bathroom so that you can have one minute to yourself. Or the days when the house looks like a hurricane struck. Wouldn't you like a little mommy support on *those* days?"

"One of the most enjoyable aspects of our cards is that we're using real photos of real kids submitted by real moms," says Chmel. "We're not some big corporation using stock photography to exploit a market. We *are* the market."

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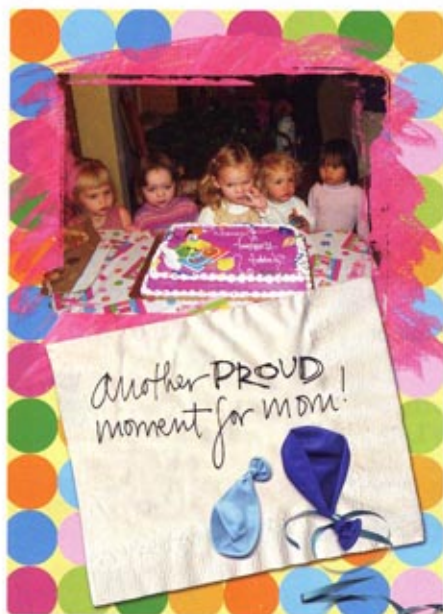
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With straightforward captions and candid photos on every card, MA! beautifully captures the genuine sentiments of motherhood. The moms who submit photos to MA! for the front of the cards, also share their stories about the photo, which is then included on the back of the cards.

For example, one of the cards is called "The Potty Training Card." It features a disgruntled little girl sitting on a kiddie potty and staring, bored, into the camera. The story provided by the mom who submitted it says, "I took this picture of my daughter, who endured MY learning curve – waving 'pee pompoms,' treats for each success, stickers for every fart."

Ultimately, Hauber and Chmel say that MA! is about moms supporting one another through the very difficult, yet



rewarding, motherhood journey. The first phase of their company features greeting cards for moms with kids between newborn and preschool ages. The women have plans for future phases, all the way up through empty nesters, and they plan to branch out into other products, as well.

"Tiffany and I want to help moms support each other," says Chmel. "Yes, motherhood is amazing and beautiful. But it is also exhausting and hard. We hope that our words and art help moms nurture one another as they nurture their own children."

Entertaining and fitting for everyday occasions, MA!'s cards show support and understanding to your friends, daughters, sisters – anyone who has been blessed with motherhood.

Individual cards and gift pack assortments are available at the MA! Website.

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