

FOR IMMEDIATE RELEASE  
January 5, 2010

Contact: Kim Little  
Phone: 217.698.4097  
Cell: 217.622.6966  
Email: springfieldmoms.org@gmail.com

**WORD OF MOUTH REFERRALS FUEL WEBSITE SUCCESS ALONG WITH A  
CONSTANTLY UPDATED “WHAT’S HAPPENING EVENT CALENDAR”  
ACCORDING TO SPRINGFIELD MOMS 5<sup>th</sup> ANNUAL READER SURVEY**

Springfield, IL. – Need info on a family friendly event ... now? Tired of cutting out paper reminders or coupons and tacking them to the family bulletin board where they immediately go missing?

The 5<sup>th</sup> Annual Springfield Moms Reader Survey showed that the easily accessible [What’s Happening Event Calendar](#) continues to be the most popular resource on the Springfield Moms website followed closely by the [Easy Print Coupon Feature](#) and seasonal guides like HoliDaze, Summer Fun and Back to School.

“Eighty-two percent of our readers learned about the website through our booths at community events and word of mouth recommendations from friends and family,” says Kim Leistner Little, founder and president of Springfield Moms. “Although the website is technology based, the power of in person, mom to mom communication continues to fuel our growth in readership and also the success of our local sponsors.”

Nearly 90% of readers utilize the What’s Happening Event Calendar with more than 50% of readers accessing the site through their PDAs. Even better, 56% forward event links to friends and family through the Springfield Moms Facebook Fan Page or email.

The Mom’s Choice Directory [Easy Print Coupon Feature](#) is popular as well with 85% of survey respondents either using the coupons or planning to redeem coupons from local businesses this year.

Below is a demographic snapshot of the Springfield Moms survey respondents.

- 52% of survey takers live within a Springfield zip code. The remainder responded from towns within a 70-mile radius.
- 51% of survey takers are between the ages of 31 and 40. 24% are 20 – 30, and 18% are between 41 and 50 years of age.
- 57% of readers have a college degree or higher.

- 52% work full-time, while 19% work part-time from either work or a home office. 19% are full-time stay-at-home moms.

“More than 565 readers shared their feedback with us, and several won valuable prizes from our local sponsors” says Little. “We were thrilled to learn that so many of our readers have heard about us through a recommendation, which shows we truly are the Go-To site for area ‘Grown-ups and Their Kids.’ With that in mind, we look forward to 2010 as we continue to update and develop content that local families have requested like Terrific Time Savers, Savvy Style and Travel Fun Guides.”

Survey prize sponsors included: Kimberly Smoot Photography, UIS/Sangamon Auditorium, Knight’s Action Park, Children’s Discovery Museum in Normal, ShoeTopia, L. Chic and Babble Babywear.

A snapshot of reader comments within the survey includes the following:

- “Just moved from Wisconsin and I would like to say that I have found your site very useful.”
- “I am a brand new mom (I have a one month old and just starting to utilize the site - for me it is all a matter of finding time to visit!). I really like that there are local moms and resources available and hope to explore the site more and in time volunteer some time with your group.”
- “I am a grandmother and plan to learn about events in Springfield that might appeal to my granddaughters and also ways to spend quality time with them. I am new to your website ... I hope to utilize your website in the future and would be interested in volunteering my time.”
- “I love the whole Springfield Moms concept. It has been very helpful to us, living outside of the city, and yet visiting often. The tips on where to go and what to expect are priceless.”

SpringfieldMoms.org recently celebrated its fifth year online and now welcomes nearly 3,500 registered readers who receive bi-monthly E-Updates. The site averages more than 12,000 visitors and 8,000 unique hits each month. The website has grown in popularity each year, most recently being voted Best Local Website 2009 by the ***Illinois Times***.

For more information about Springfield Moms and/or the survey results or to, please contact Kim Leistner Little at [springfieldmoms.org@gmail](mailto:springfieldmoms.org@gmail.com) or phone: 622-6966. Visit the website at [www.springfieldmoms.org](http://www.springfieldmoms.org).

###