



FOR IMMEDIATE RELEASE

## **MOMworks, Inc. launches much needed Attachable Photo Books for Children**

Hollywood, FL (July 10, 2007) – MOMworks, Inc. is launching innovative *Attachable Photo Books* for children ages five and under in four different versions. Created by two teachers with a passion for reading who began putting books in their children's hands as soon as they could grab onto something. These moms quickly discovered that while their children loved books, keeping up with the books became a full time job. Books would end up everywhere: under the seat, in the dirt, on the playground, and on the mall floor, you name it. Inevitably, the book their child wanted was never in reach; which lead at times to hysterics in the least opportune places. After searching the marketplace to see what was available to solve this cumbersome problem, they realized that what they needed did not exist. That is when they decided to take matters into their own hands and create appealing board books that have a safe strap that could easily attach to a car seat, stroller, backpack, grocery cart as well as have an educational value. The result is a company called MOMworks and a product called the *Attachable Photo Book*, "Books No More on the Floor."

The books come in 4 different versions, "My Family", "My Birthday", "My Friends", and "Mi Familiar" (Spanish version of "My Family") and include 12 pages to put photos of friends, family and themselves. The books can be customized and include bold shapes, colors, nouns and action words to promote learning and self-esteem. "For many, the *Attachable Photo Book* is a child's first exposure to books. Reading these photo books is a great tool to dialogue with your children about important topics like family, friends and their birthday," says Allison Strauch, co-founder of MOMworks, Inc.

The books are a perfect size to fit in children's small hands. In addition, children are instantly drawn to their bold colors, shapes and the familiar photos they include. The "My Family" and "Mi Familia" books are also equipped with stickers to customize each book to reflect his/her own family. These photo books provide a perfect way to talk to children about the significant people in their lives such as mom, dad, sister, brother, grandparents, aunts, uncles, etc.

"The *Attachable Photo Book* is great for children and parents. I always have a couple in my purse and it makes shopping so much easier. I strap it on to the grocery cart seat and my children are entertained while I accomplish my errands." says Rysia Grossman, co-founder of MOMworks, Inc.

The *Attachable Photo Book* retails for \$7.95 and is currently available online at [www.MOMworks.net](http://www.MOMworks.net) or through select stores in the South Florida area. For more information, please log onto [www.momworks.net](http://www.momworks.net) or email us at [info@momworks.net](mailto:info@momworks.net)

### **About MOMworks, Inc.**

MOMworks, based in Hollywood, FL, is a company dedicated to making life easier for **moms** while providing solution oriented products for kids. MOMworks was created by two teachers who deal with kids in all shapes and sizes on an everyday basis. They are also **moms** themselves who understand how well thought out products can make life easier. The *Attachable Photo Book* is the first in a line of products to be introduced to the marketplace by MOMworks, Inc.

The company was founded by Rysia Grossman and Allison Strauch who have been educators for the past 18 years. Rysia is currently a Reading Specialist in Miami, Florida while Allison is a first grade teacher for a private school in Broward County. Rysia and Allison are both avid readers and have a passion for promoting reading to children in any way that they can.