

NewBaby.com & Wii Fit Mommies Gear Up for 2009 to Share Fitness Techniques on Nintendo Wii Fit

By Jennifer Connors

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Weight Loss Success by Mom Blogger Inspires New Online Fitness Group with Members Connecting Via Social Networking in Forums, on Twitter, Blogs, and Vlogs on NewBaby.com

Ft. Lauderdale, FL. Wii Fit Mommies and NewBaby.com are kicking off the new year using the latest in social networking techniques to help Moms, kids, and families get fit in 2009. Leading the way is Julie Maloney, one of the founders of Wii Fit Mommies, who lost 60 pounds using the Nintendo Wii Fit program.

From blogging about using the Wii Fit program to lose weight, hosting Twitter Parties, to creating a forum for other Moms to join in, the Wii Fit Mommies started a revolution in the fall of 2008. For 2009, Wii Fit Mommies and NewBaby.com have combined forces and have added video blogging, Vlogging, to the mix. NewBaby.com will also showcase Wii Fit Mommies with a special section and a Wii Fit Expert Mom to support this program to promote fitness in families.

On January 3rd 2009, Wii Fit Mommies will host the first event for the year with a Twitter Party online. NewBaby.com will be donating a Flip Video camera for a Mom to record her progress with this program while Nintendo has donated a Wii and Wii Fit console for the preliminary kick-off. This is just one of the events with prizes for participants planned for the New Year.

NewBaby.com is well known as the destination site for Mom Bloggers to create and share their videos. Made up of highly influential Moms Bloggers and parenting experts, the NewBaby Vlogger Network has pioneered the way in which Moms share and connect with each other including outfitting the Wii Fit Mommies with Flip Video cameras to enhance their fitness forum and inspire other Moms and their families get fit.

“With over 8 million children facing obesity in the US, it’s exciting for us to participate and help build on a program like Wii Fit Mommies and Wii Fit Kids,” said Bob Sullivan, co-founder of NewBaby.com. “Our NewBaby.com network will be promoting this and other programs that help families as we strive to be the #1 video resource for Moms from pregnancy to parenting.

NewBaby.com has over 60 Mom Vloggers armed with Flip Cameras chronicling their journey through motherhood and sharing insights on parenting. Featured “Mom Experts” cover topics such as pregnancy, adoption, product reviews, going green, saving money and more.

“We are proud of our growing Mom Vlogger network which continues to add valuable video content that is viewed by thousands of visitors a day online as a parenting resource to learn and share with other Moms,” said Maria Bailey, co-founder of NewBaby.com and author of the new book "Mom 3.0: Marketing with Today's Mothers by Leveraging New Media & Technologies."

About Newbaby.com

NewBaby.com offers the best of the Internet's resources, for parents, teachers, and kids. Launched in September 2004, the company's mission is to be an online mother network of the world's best-educated internet membership. NewBaby.com resources are designed to inform via video, audio, and written word.

<http://www.newbaby.com> or our blog at <http://onlineresourcefornewmoms.blogspot.com>

About Wii Fit Mommies

Wii Fit Mommies was created as a vibrant, continuous online community supporting people in their personal health and fitness goals for themselves and their children using the Wii Fit exercise system. This community is a completely non-profit entity. Founded by Julie Maloney, The Cool Mom Guide (<http://www.coolmomguide.com>), Cynthia Werry, the Good Enough Witch (<http://thegoodenoughwitch.typepad.com>), Jenn Heathcoat, The Coupon Coup, (<http://thecouponcoup.blogspot.com>) and Sarah Pinnex, The Real Life Blog (<http://www.reallifeblog.net>). For more information on Wii Fit Mommies, please visit <http://fitness.coolmomguide.com>

About BSM Media

BSM Media is the leading Marketing to Moms firm created by Maria Bailey, author of the new book "Mom 3.0: Marketing With Today's Mothers by Leveraging New Media & Technologies," "Marketing to Moms: Getting Your Share of the Trillion-Dollar Market" and "Trillion-Dollar Moms: Marketing to a New Generation of Mothers." Maria Bailey is also host of Mom Talk Radio, a weekly radio show designed exclusively for busy moms. She has been featured in the New York Times, Women's Day, and Wall Street Journal and on WABC-NY, WNBC-NY, CNN, and many other media outlets. For more information, visit <http://www.bsmmedia.com>.

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