

LADIES' HOME JOURNAL LAUNCHES NATIONWIDE SEARCH FOR AMERICA'S BEST MOM

The National Mother's Day Council and *Ladies' Home Journal* to Honor an "All-Star Mom" for Her Achievement In the Hardest Job in the World

New York, N.Y. (February 22, 2006) – *Ladies' Home Journal* and The Mother's Day Council today announced their nationwide search for an "All Star Mom" who serves as a role model parent and active member of her community. The winner will receive a trip for four to New York City to be honored alongside celebrity moms at the Mother's Day Council's 28th Annual Outstanding Mother Awards on Thursday, May 4th. The winning mom will also be recognized in *Ladies' Home Journal*, and will receive a beauty makeover from Bobbi Brown cosmetics.

The Mother's Day Council, a not-for-profit organization that celebrates moms for exceptional parenting and contributions to their communities, has donated more than \$16 million to family-focused charities. The May 4th event will benefit Women in Need, an organization that serves underprivileged women and their children.

This year's celebrity mom honorees include Broadway legend Chita Rivera, renowned fashion designer Betsy Johnson, beauty innovator Bobbi Brown, Grammy-winning opera singer Renee Fleming and Karen Katz, CEO of Neiman Marcus (additional honorees tba).

HOW TO ENTER: Individuals can nominate a biological, foster or adoptive mom they know by submitting a 100 word essay on why she is an exceptional parent and community member to *Ladies' Home Journal* via their website at www.lhj.com/allstarmom. Deadline for entry is March 17, 2006.

"Each month our 14 million readers look to *Ladies' Home Journal* for stories that celebrate motherhood and family connection," said Editor in Chief Diane Salvatore. "That's why it's such a pleasure to honor an exceptional mom and to partner with the Mother's Day Council on such a happy and important project."

"The Mother's Day Council has a long history of recognizing good parenting through our Outstanding Mother Awards, and we are thrilled to join forces with *Ladies' Home Journal* to seek out the best of American motherhood," said Thia Breen, Chairperson of the Mother's Day Council and President of Estée Lauder, North America. "Through honoring an All Star Mom alongside our celebrities this year, we will be celebrating the achievements of all exceptional mothers."

About the National Mother's Day Council

The Mother's Day Council is a not-for-profit association whose dual mission is to celebrate the importance of sound parenting while donating to charities benefiting families nationwide. The Council has a long history of honoring prominent women at its annual Outstanding Mother Awards, including Madeline Albright, Estée Lauder, Soledad O'Brien, former First Lady Barbara Bush, Meryl Streep, Christie Brinkley, Ann Curry, Senator Hillary Rodham Clinton, Katie Couric, Mary Higgins Clark, Doris Roberts and Reba McEntire. Through its annual awards program, the Council has donated more than \$16 million to organizations that affect families, including the Ronald McDonald House, Save the Children and the American Diabetes Association.

About *Ladies' Home Journal*

Founded in December 1883, *Ladies' Home Journal* has been inspiring, informing and entertaining women for 120 years. Published monthly by Meredith Corporation (www.meredith.com), *Ladies' Home Journal* has a circulation of 4.1 million and a readership of 14.8 million. The magazine's interactive online companion, www.lhj.com, has 1.8 million unique visitors and 20 million page views each month.

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