

**FOR IMMEDIATE RELEASE:**

## **New survey indicates other parents are the best parenting resources**

Arlington, MA – August 21, 2007 – New survey of 640 parents conducted by **Parents for Parents™** magazine ([www.ParentsforParentsMag.com](http://www.ParentsforParentsMag.com)) shows that above all other available resources, parents seek out other parents for parental information and advice.

**Parents for Parents™**, a new parenting magazine, conducted a survey of parents in June 2007 to get insight into the thoughts of today's parents. In the survey, when parents were asked, "What resources do you go to the MOST when looking for parenting information and advice?", the majority (39.4%) answered, "Other parents". The runners up were "Parenting magazines" (25%) and "Parenting website" (22%). Only a handful indicated that they seek out "Pediatrician or other medical professionals" (6%) or "Parenting books" (5.6%).

In this age of numerous parenting experts dishing out advice in books, talk shows and other television programs, this survey shows that parents find other parents to be the best resource for parenting information.

**Parents for Parents™** magazine certainly caters to this belief. With "*parents educating parents*" as its goal and "*parents passing on support, not judgment*" as its mission, this refreshingly unique new parenting magazine delivers on its goal and mission with a quarterly publication packed with articles written by parents for parents. The magazine focuses on one parenting topic per issue like "Disciplining Your Child" (Summer 2007 issue) and "Finding Balance in Your Life" (Fall 2007 issue) in its Parents Answers section. The Bonus Section in every issue allows parents to voice and share their thoughts and creativity through essays, stories and artwork.

About **Parents for Parents™** magazine

Located in Arlington, Massachusetts, MYSU Company, LLC publishes **Parents for Parents™** magazine. The company was founded by SK Joun, a mother of two, after being frustrated by the lack of publications or resources that discussed parenting topics in depth in a language and format that she could easily understand and easily access. The existing magazines provided information in too general terms and expert books were too technical and too long! SK found parents to be the best experts and the best resources, but could not find a forum where parents shared information in a collective manner tackling one topic at a time. So she resigned from her corporate job of 15 years to create the **Parents for Parents™** magazine!

Being small and independent, MYSU has complete creative and editorial control over the magazine. The company is driven by the desire to produce a parenting magazine like no other and to be worthy of a busy parent's time.

**Parents for Parents™** magazine is available at retail stores in US and Canada and through its website [www.ParentsforParentsMag.com](http://www.ParentsforParentsMag.com).

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