

BECOMING A NEW PARENT IS OVERWHELMING! *INTERNET RADIO SHOW FOR EXPECTANT & NEW MOMS*



Leigh Cort Publicity
904-806-3613
leighc@aug.com

North Haledon, New Jersey (September 2008) **Tracey Serebin** is the Guru for New Parents -- a trusted resource -- "***A Calm Voice Amongst the Noise***". Her weekly internet radio show *Family Matters* is gaining listeners and buzz. With a 'Sex in the City' style, she delves into conversations with guests that are covering *real* issues in the world of parenthood – information that isn't found in books or magazines. After launching early summer, it has doubled its numbers each month with over 25,000 listeners a week now tuning in.

Serebin talks about the subjects parents wants to hear:

- What really happens in the delivery room
- How to get more sleep in your life
- Do you need a postpartum doula (non-medical assistant providing physical & emotional support in the childbirth process)

Serebin pulls together regular contributing guests who are pioneers in their fields:

- Ellie/Melissa -- The Baby Planners, baby product experts
- Dr. Shoshana Bennett, PhD, pioneer of pre-natal and postpartum depression
- Gregory Keer, fatherhood expert and syndicated columnist
- Dr. J.J. Levenstein, MD – Pediatrician expert

There *are* solutions to New Parent problems and challenges as they learn to juggle new responsibilities, while doing what's best for their child, and Serebin is passionate about bringing them to light. With the mom market said to be a \$1.7 trillion dollar industry including baby products, equipment, toys and cottage industries providing every possible service such as sleep coaches, potty trainers, and even thumb sucking experts, Serebin weeds through the marketing hoopla and makes it easy to tune in and get connected.

Today parenthood is celebrated 'in the news' especially among celebrities who add to the boom of 4.3 million babies born in the U.S. in 2007 – the biggest sweep since 1957. Topics that were hidden and seemingly mysterious are now a 'must have' service or product that moms can't live without. Serebin is the guiding light and resource for struggling parents that need to get to the essence of their dilemmas; her fans can listen on demand when they have the time – Family Matters is a 'must' for New Parents.

www.traceyserebin.com
www.WebTalkRadio.net

Tracey T. Serebin
N. Haledon, NJ 07508
888-261-7177