



**DIABLO MAGAZINE AND TODAYSMAMA.COM
ANNOUNCE RE-LAUNCH OF BAYAREAMAMA.COM**

-BayAreaMama.com Offers Enhanced Online Resource for Bay Area Mothers-

WALNUT CREEK, CA, JANUARY 5, 2009– *Diablo* magazine, the San Francisco East Bay's regional lifestyle magazine and website, and TodaysMama.com, an online media and publishing company, announced today that they have entered into a strategic partnership to re-launch BayAreaMama.com, providing local and national resources that inform, enrich, and inspire mothers.

BayAreaMama.com provides families with an online calendar of family-friendly events, articles of interest to moms, ways to support local mom-owned businesses, and, in early spring, social networking tools to connect with other moms. In addition, the site includes a digital edition of *Bay Area Mama* magazine, which covers a variety of topics important to mothers including education, identity, "mompreneurs," parenting, family activities, and more. Additionally, *Diablo* magazine will publish the *Bay Area Mama Handbook*, an annual reference guide for parents.

"We are excited to team up with *Diablo* magazine whose regional reputation is paramount when it comes to sharing the stories of its community. *Diablo* Publications is an exceptional publishing group and is the ideal partner to expand what we do into the Bay Area," said Rachael Herrscher, CEO of TodaysMama.com. "The Bay Area is an amazing region full of some very tech savvy mothers who are looking for things to do with their families and a place to plug in online. *Diablo* Magazine's Bay Area Mama will undoubtedly become their first stop for personal, professional, and parenting resources."

"TodaysMama has forged some very successful partnerships across the country, and we are excited to be their newest partner to present BayAreaMama.com in the Bay Area," said Barney Fonzi, Group Publisher, *Diablo* Publications. "For 30 years, *Diablo* magazine has covered issues of importance in our community, and the BayAreaMama.com website will enhance what we are doing in print by providing an outlet for parents to find local and national information relevant to them, as well as provide a space for them to interact with each other."

About TodaysMama and Bay Area Mama

TodaysMama provides personal, professional and parenting resources designed to inform, enrich and inspire mothers. Founded in 2004, TodaysMama produces local Mama's Handbooks and an online community where moms can explore local events and information, and tune into national content and initiatives. There are 19 local markets in the TodaysMama family, including Arizona, Atlanta, the Bay Area, Green Bay, Houston, Montana, Southern Nevada, San Diego, Santa Cruz/Monterey, South Florida, Seattle, Spokane, Utah and Washington, D.C.

(more)

About Diablo Magazine and Diablo Publications

Diablo magazine is written specifically for the East Bay market—from Central Contra Costa County, into the Oakland and Berkeley Hills, and throughout the Tri-Valley. Since 1979, *Diablo* magazine has reflected the local lifestyle, offering readers a wide range of editorial—from personalities and community, to style, shopping, dining, entertainment, and travel. In fact, *Diablo* has been recognized for its editorial and design excellence with numerous industry awards, including the prestigious WPA Maggie Award for Best Overall Consumer Publication. *Diablo* is published by Diablo Publications, which publishes a broad range of lifestyle, travel, and theater publications, including *Napa Sonoma* magazine, *Destination Oakland*, *Tri-Valley*, *California Visitors Guide*, *Concierge Wine Country*, *Concierge East Bay*, and *Diablo Arts*.

###

FOR IMMEDIATE RELEASE

CONTACT;

Allison Yrungaray
TodaysMama.com
(626) 841-01640
ayrungaray@yahoo.com

Holly Krassner
Diablo magazine and BayAreaMama.com
(925) 943-1199, ext. 209
hkrassner@maildiablo.com