



**FOR IMMEDIATE RELEASE**

## **Moms Back at School: The Topic of Popular Weekly Mom It Forward #GNO Event on Twitter.com**

**The CollegeBound Network Sponsors Education Chat Event for "Mom It Forward / #GNO" Participants on Twitter**

**Staten Island, NY, March 2, 2009** – Savvy moms have discovered the perfect place to extend their sphere of influence beyond their kids – Mom It Forward's Girls' Night Out (GNO) on the social networking site, Twitter.com. And on Tuesday, March 3, The CollegeBound Network will be joining the conversation.

Girls' Night Out (GNO) is a dedicated block of time (Tuesdays, 9-11 p.m. EST) when approximately 300-500 "Mom It Forward" participants sign onto Twitter.com and converse using the #GNO hashtag. A hashtag tracks conversation threads for easy monitoring on the popular social networking site. Using the ubiquitous real-time short messaging service, a topic is set and those in attendance "Tweet" together and ask questions of an expert Twitter panel.

On March 3, The CollegeBound Network (CBN) will sponsor the first-ever "Moms Back at School" #GNO as part of Mom It Forward's focus on lifelong learning. During this unique event, CBN will provide back-to-school experts that will field and answer education questions as they stream in. Participants will have the opportunity to chat with a successful mom-student, learn more about the flexibility of career education, and discover ways they can jump-start their own back-to-school pursuits while managing a busy personal and professional life.

Gina LaGuardia, editorial director of The CollegeBound Network, Keith Bourne of AdaptiveCampus.com, and a student and representative from Capella University have signed on to help facilitate the conversation. Editors from CollegeSurfing.com, SpaBeautySchools.com, HolisticJunction.com, and CollegeBound.net will be on hand to share insight as well.

In addition to a dedicated chat forum to discuss advancement using education, Mom It Forward #GNO participants will also have access to a robust resource area on CollegeSurfing.com that provides career education articles, blogs, as well as CBN's free school search functionality.

"The CollegeBound Network is very much entrenched in today's emerging social networking scene," says LaGuardia, who manages CBN's 12 education-specific niche sites and is a Tweeting mother of two. "Leveraging our expertise to empower intelligent moms in their education endeavors just makes sense."

"Partnering with CBN to promote lifelong learning through traditional or, more realistically for moms, alternative educational options, is one way Mom It Forward is achieving its mission to change the world one mom at a time," says co-founder Jyl Johnson Pattee. "The greatest thing about supporting moms in their educational endeavors is the ripple effect it starts, resulting in their ability to strengthen their families as well as give back to their communities."

To find out more about and/or RSVP to the event: <http://mommygossip-gno.blogspot.com>.

### **About The CollegeBound Network**

More than 3 million surfers utilize The CollegeBound Network's resource sites each month, which include CollegeBound.net, CollegeSurfing.com, HolisticJunction.com, SpaBeautySchools.com, TopCareerSchools.com, Advanced-Degrees.com, Top10ComputerSchools.com, and others. Contact: Gina LaGuardia, [gina@collegebound.net](mailto:gina@collegebound.net).

Since 1987, The CollegeBound Network (CBN) has worked with America's leading colleges, universities, and career schools in connecting learners with educational opportunities. CBN specializes in recruitment lead generation solutions for 900+ educational institutions and 3,500 campuses, using its content-rich portals.

### **About Mom It Forward**

Mom It Forward is the newest trend in mom groups and makes giving back fun, sociable, accessible, and stylish—the new "in crowd" of moms where "mom" is a verb. Not only is it fun and fosters friendships, but it is all for a good cause—serving and teaching service to children. Contact: Jyl Johnson Pattee, [momiforward@gmail.com](mailto:momiforward@gmail.com).