

More from iMOM...

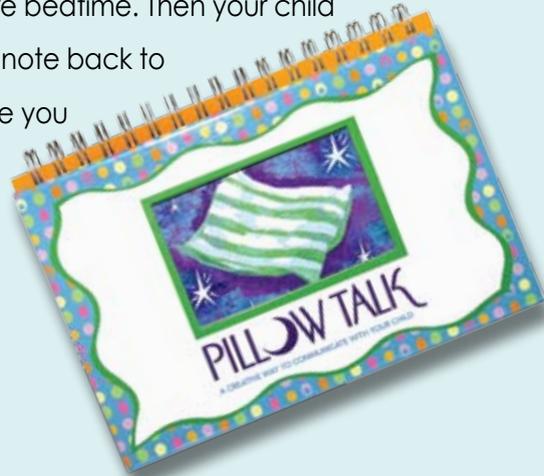
iMOM.com... is a refreshing, inviting space offering a wide variety of ideas, information and inspiration. An archive of articles from our team of designated iSpecialists offers advice from noted parenting experts on hundreds of topics. You'll find articles addressing issues that confront moms on a daily basis, including parenting, marriage, family life and much, much more. Our resources support moms of any age with children at any stage.



Espresso Minute... Our daily email, the *Espresso Minute*, offers a quick shot of parenting advice delivered Monday through Friday. These brief, informative emails address relevant topics and help moms apply what they read to their daily lives.



Pillow Talk Journal... a creative way to initiate meaningful, encouraging communication with your child. Write a note to your child and leave the journal on their pillow before bedtime. Then your child will read what you've written, write a note back to you and leave it on your pillow. Before you know it, there's a heart-to-heart dialogue going on.



To learn more, visit us today at iMOM.com!

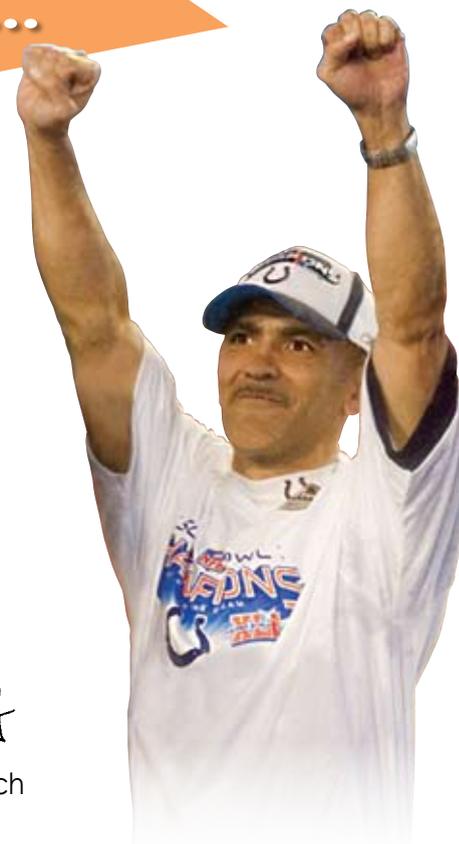
And for fathers...



ALL PRO DAD.

"America needs responsible men who understand that being a dad is serious business."

Tony Dungy, NFL Coach



All Pro Dad is the fatherhood counterpart to iMOM. All Pro Dad features NFL players, coaches and alumni who speak out about the importance of fatherhood. Through its *Play of the Day* email, school-based All Pro Dad's Day breakfasts and NFL events, All Pro Dad reaches thousands of men with practical parenting advice.

iMOM is the motherhood program of Family First, a national non-profit organization dedicated to strengthening families.



For more information, visit us online or call 1-800-956-8300.

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iMOM[®]
MORNING



How can I start an iMOM Morning program at my child's school?

First... Recruit your iMOM Morning Leader. It could be a school administrator, teacher, guidance counselor, PTA leader or the mother of a student. It could even be you!

Next... Secure a location. Contact the principal or guidance counselor at your child's school and show them this brochure. Or direct them to our *Introduction to iMOM Morning* video at iMOM.com. Then get their approval on where and when to hold your meetings.

Finally... Register at iMOM.com. Your iMOM Morning Leader will create a profile online and enter information about your local chapter. Then, we'll send you the free iMOM Morning starter kit. Once you receive it, take a look at the curriculum, choose your start date and you're ready to go!

What is an iMOM Morning?

In today's world, moms are busier than ever, and so are their kids. iMOM Morning is your chance to connect with your children over a fun, casual breakfast at their school. It's an opportunity to spend time with your child, and other moms and kids, to discuss with clarity a variety of interesting and relevant topics, like bullying, peer pressure, friendships, and many more.

What's a typical meeting like?

iMOM Mornings are fast, fun and held once a month, before school. After a quick breakfast, moms and kids take a few minutes to engage in a meaningful, encouraging conversation on a discussion topic. It's half an hour of lively interaction, with plenty of hugs, smiles and surprises. Then, the kids head off to class while the moms take another 20 minutes to learn more, gathering information they can take home to apply in their own lives and families.

How much does it cost?

The iMOM Morning starter kit is absolutely FREE. We provide everything you'll need to conduct your meetings. The kit includes:

- **An introductory DVD**
- **Complete curriculum guide for one school year**
- **Discussion cards for every topic**
- **Promotional materials**
- **Kids coupons and iMOM love notes for each meeting**
- **An iMOM t-shirt (for the iMOM Leader)**
- **Door prizes**
- **Plus free online or phone support**

You'll also have your own iMOM Morning web page, so moms in your chapter can keep track of the latest news, meeting schedules and special announcements. Each iMOM Morning chapter makes arrangements to provide breakfast for their moms and kids.

I'm excited to introduce you to the iMOM Morning program. I participate in the iMOM Morning at my son's school, and I'm amazed at the overwhelming response from moms, children and school administrators.

As a mother of six and a former teacher, I'm passionate about iMOM Morning and the positive impact it's having on the relationships of mothers and children as they take what they learn and apply it in their daily lives.

I look forward to having you join our iMOM Morning team!



Lauren Dungy

Lauren Dungy
iMOM Ambassador