



**PRESS RELEASE**

For Immediate Release

**Muscogee Moms LLC Named One of Constant Contact's 2010 All Stars**

*Company's use of Constant Contact products and services helped increase its overall marketing performance and deepen its engagement with customers*

**COLUMBUS, GA — [March 17, 2011]** – Muscogee Moms® LLC, provider of the online family-friendly events calendar [www.muscogeemoms.com](http://www.muscogeemoms.com), has received the 2010 All Star Award from Constant Contact®, Inc., the trusted marketing advisor to more than 400,000 small organizations worldwide. Muscogee Moms LLC is one of Constant Contact's 2010 top performers and most prolific user of its tools, whether within Constant Contact's email marketing, event marketing, social media marketing, or survey products – or a combination of all four.

"We are happy to be recognized by Constant Contact for our use of their Email Marketing and Online Survey products. Constant Contact's tools help us communicate family-friendly events, giveaways, and special promotions from our advertisers to our customers each week--all in a convenient, easy to use format," said Charlotte Bowman, owner of Muscogee Moms.

"With the help of Constant Contact's Online Survey tool, we conducted our first community-wide survey to find out what parents consider to be the area's best businesses and services. The survey results were published as our '2010 Moms Choice Awards' and have been tremendously helpful in connecting new families with the wonderful resources available in our community."

Constant Contact looked at criteria including the following when selecting this year's All Stars:

- Frequency of campaigns, events and surveys
- Open, bounce and click through rates
- Usage of social features
- Mailing list sign up tools
- Use of reporting tools

"We work hard to listen to our customers, and we use that feedback to create products and services designed to help them better engage with *their* customers and prospects,"



said Gail Goodman, chairman, president and CEO of Constant Contact. “The Constant Contact All Star Awards are our way of recognizing our customers that have successfully used Constant Contact to market their companies. We have some of the most committed, passionate customers out there and we’re proud we can be a part of their continued success.”

**About Constant Contact, Inc.**

Constant Contact is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing™ tools that help create and grow customer relationships. More than 400,000 small businesses, nonprofit organizations, and member associations worldwide rely on Constant Contact as their engagement hub for starting and driving ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys. All Constant Contact products come with unrivaled know how, education and free coaching with a personal touch, including award-winning customer support.

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**About Muscogee Moms, LLC**

Muscogee Moms is a media resource that provides an online family-friendly events calendar and directory of resources for parents and caregivers in Columbus and the surrounding area through its website, [www.MuscogeeMoms.com](http://www.MuscogeeMoms.com). The company was founded in 2008 by Charlotte Bowman.

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