



## **PRESS RELEASE**

For Immediate Release

### **Muscogee Moms LLC Named One of Constant Contact's 2011 All Stars**

*Muscogee Moms recognized for achieving exemplary marketing results*

**COLUMBUS, GA — [March 20, 2012]** – Muscogee Moms® LLC, provider of the online family-friendly events calendar ([www.muscogeemoms.com](http://www.muscogeemoms.com) and [www.lagrangemoms.com](http://www.lagrangemoms.com)) has received the 2011 All Star Award from Constant Contact®, Inc., the trusted marketing advisor to more than half a million small organizations worldwide. Each year, a select group of Constant Contact's customers are honored with the All Star Award for their exemplary marketing results. Muscogee Moms's results ranked among the top 10% of Constant Contacts customer base.

"We are happy to be recognized by Constant Contact for our use of their 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 annual 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 '2011 Moms Choice Awards' and have been tremendously helpful in connecting new families with the wonderful resources available in our community."

Constant Contact's customers using any combination of the company's Email Marketing, Event Marketing, and Online Survey tools are eligible for this award. Constant Contact looked at the following criteria to select this year's All Stars:

- Frequency of campaigns, events, and surveys
- Open, bounce, and click-through rates
- Event registration rates
- Survey completion rates
- Use of social features
- Use of mailing list sign-up tools

"There is nothing we like more than to see our customers finding success. It's the reason Constant Contact was founded, and it's a thrill to see the fantastic results that our All Stars are achieving," said Gail Goodman, CEO of Constant Contact. "This group is really leading the charge when it comes to delivering relevant, engaging content that drives real business results. We salute this year's All Stars for their success, and are honored to have played a part in their achievements."



**About Muscogee Moms, LLC**

Located in Columbus, GA, Muscogee Moms LLC 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 websites, [www.MuscogeeMoms.com](http://www.MuscogeeMoms.com) and [www.LaGrangeMoms.com](http://www.LaGrangeMoms.com). The company was founded in 2008 by Columbus resident Charlotte Bowman.

**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 half a million small businesses, nonprofits, and associations worldwide rely on Constant Contact to drive ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys. All Constant Contact products come with unrivaled KnowHow, education, and free coaching with a personal touch, including award-winning customer support.

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