

MOMMYMIXER DELIVERS THE SITTER SERVICE OF CHOICE FOR TODAY'S MODERN MOMS & DADS

*Beating the Back to School Rush -July Event Connects Austin Families
And University Students to Jump Start Fall Babysitter Schedules*

Austin, TX (July 16, 2007) – Today in Austin, MommyMixer will host its 42nd mixer to date -- uniting college students looking for sitter jobs with local families that value an exclusive network of quality part-time sitters. Once again, the RSVP-only event has sold out with moms, dads and sitters anxious to get a jump on the September back to school rush.

Jill Meinrath, a University of Texas at Austin senior Plan II Honors student who plans to attend, said “I already know my fall academic schedule, including my courses and my sorority commitments. Being able to attend a July MommyMixer to meet families face-to-face is a great opportunity. It gives me peace of mind that I have a means of finding a flexible sitter schedule with one or two families before the hectic year begins.”

The end of August in Austin brings thousands of students to town that are returning to college and looking for flexible jobs. For many young college women, the idea of searching for a babysitting job online or through classified ads isn't comfortable or satisfying. At the same time, as August approaches families are jolted out of their summer schedules and reminded of the fall demands looming, which include everything from managing the morning rush with school age children and tots in tow, to after school care, transportation to sports, or music classes. Finding the help to manage this load, plus trying to fit in date night, can be challenging.

As one father puts it. “As a very involved dad and a VP of Human Resources, I have extremely high standards for someone caring for our boys, I know the importance and the difficulty in finding the right person. I have trusted MommyMixer as the source for our caregivers over the past few years and have been extremely satisfied with the results. Reliable, bright, young women who have career ambitions but also love to care for children and to help them learn – what better combination is there?”

The History

Established in 2003, MommyMixer has since expanded nationwide, with regular events taking place now in over 18 cities and growing. It was founded in Austin by Mary Sullivan Cooper, a graduate of UT Austin who babysat her way through college. Mary developed MommyMixer with an original but very simple, well targeted idea in mind – there are numerous families desperately seeking educated, reliable sitters, and numerous college-age sitters that are unable to safely and efficiently reach out to families. MommyMixer bridges the gap and makes these connections easy and personal without losing the efficiency busy parents need.

“ In today’s hectic society, finding the right babysitter is a headache that families struggle with day-to-day. Ask any mom-- when was the last time you ran an errand by yourself, without crazily buckling and unbuckling your kids from their car seats? Or, when was the last time you went on a date with your husband?” says Mary Sullivan Cooper, CEO of MommyMixer. “As a 30-hour a week sitter while attending UT – I was approached by families daily asking for my time, or if I knew any good sitters like me. My mission in creating MommyMixer was to bring two groups together that otherwise might not find each other – sitters and families – but to do so in an event that would combine efficiency with the good old-fashioned value found in face-to-face networking. Hence the original mixer concept was born! Today as a mom of two, I find my own service invaluable.”

How it works?

MommyMixer proves a win-win for both the sitters and families involved in the process. For moms, it is an indispensable tool for developing intimate and steadfast relationships with babysitters- those who can eventually become a long-term influence on their child's life. For sitters, the service provides a sense of loyalty- young women are able to maintain a role within a family in the community and have the opportunity to exercise their passion for working with children. The exclusive event provides a one-stop-shop for both the moms and the sitters. Held inside local city hot spots, twenty to thirty moms and/or dads meet with twenty to thirty sitter candidates; information is shared and connections are made. At the end of the evening, sitters are walking away with a handful of families to pursue. They then determine a schedule for one job with one family or multiple part-time jobs that work with their academic schedule. Moms and dads walk away confident that they have found one or more sitters to test with their family as well as the esteemed MommyMixer *Babysitter Book*, a golden resource full of resumes from each attending sitter.

The July 16th event is taking place at Kick Pleat, a women's fashion emporium located in a reenvisioned 1940s bungalow in Austin's South First Street District. Those attending will receive a 15% discount for that evening only. Reservations must be made via the www.mommymixer.com website and, while this event is already full, there will be another event in Austin on Sept 9th - at a soon to be announced location -- so be sure to register for a reminder and an invitation! MommyMixer will launch 18 mixers in September in a select set of cities.

About MommyMixer

Founded in 2003, MommyMixer unites families with local university students through exclusive face-to-face sitter networking events. Deemed by MommyMixer veterans as the exclusive national face-to-face provider of 'college-aged sitter connections,' MommyMixer has expanded to 18 cities to date, with plans for continued growth. Angel investors fund the company.

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