

Zippity Doo's™

Children's Daily Use Hair Care Products that Help Prevent Lice!



* * * **Press Release** * * *

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For Immediate Release

Zippity Doo's Donates Hair Care Products to National Mom's Nite Out on May 6

New York, April 26, 2010 - Zippity Doo's™ children's hair care products will be a major contributor to the second annual National Mom's Nite Out™ celebration on Thursday May 6.

Zippity Doo's will send a variety of its products as giveaways to more than 1000 mothers attending the various Mom's Nite Out parties across the country, including events sponsored by Land's End and Children's Orchard.

Zippity Doo's produces hair care products primarily for children that provide health benefits to the hair and scalp while helping prevent lice infestation.

National Mom's Nite Out is the first nationally organized celebration of motherhood. It was created to give mothers a well deserved night off each year, the Thursday night before Mother's Day. National Mom's Nite Out is a collaboration of hundreds of major mom organizations, websites, social media outlets, networks and thousands of influential moms across the United States and businesses who want to celebrate motherhood.

The event is organized in a manner that allows moms to participate no matter where they live or how they enjoy celebrating. Moms can join in on the fun via live web streaming, downloadable party kits, local events in their community or via Twitter and other social media outlets.

National Mom's Nite Out is produced by Maria Bailey, Host of Mom Talk Radio and author of "The Ultimate Mom" and CEO of BSM Media as well as top mom websites: MOMTV.com, NewBaby.com, BlueSuitMom.com, and MomSelect.com.

The inaugural celebration was held last year on May 7 with the Nite bringing together 8 million mothers with more than 1000 organized events simulcast over MomTV.com and Twitter. In its first year, National Mom's Nite Out generated more than 10 million impressions online via blog posts, twitter, events and online simulcasts.

"We are very excited and extremely appreciative that Zippity Doo's is taking a generous and active role in helping National Mom's Nite Out reach out to mothers across the United States," said Ms. Bailey. "Zippity Doo's is an ideal partner since its hair care products help moms deal confidently with the daily concerns of the health of their children's hair."

Mom's Nite Out and its grassroots efforts gives brands such as Zippity Doo's the opportunity to reach Mom Influencers (bloggers, webmasters, group leaders, homeroom moms, Tweeters and Facebook fans, etc.).

Further information about Mom's Nite Out can be found at MomsNiteOut.com. More information about Zippity Doo's hair care products, created by Laurus Enterprises, is available at www.zippitydoos.com.

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