

## Press Release–For Immediate Release



For Mommy's Helper, Inc. Launch National Franchise Opportunity offering vital caring and support to new mothers during the postpartum period.

Delaware, March 20, 2008 – [For Mommy's Helper, Inc.](#) roles out it's aggressive strategy to become a leader in the home health and personal care industry. For Mommy's Helper offers vital caring and support to [new mothers](#) during the postpartum period.

For Mommy's Helper business concept is based on documented research that [postpartum depression](#) can be substantially lowered when new mothers are supported and shown a little extra attention after [childbirth](#). The company's specialized brand of non medical personal care and pampered care services is designed to reduce stress, fatigue and to help prevent exhaustion, which are known triggers of postpartum depression. [Mothers of young children](#) who feel they lack emotional support or help in caring for their children have more than three-times the risk of [mental health problems](#) compared to their peers who feel adequately supported, a new study shows.

For Mommy's Helper President Ms. Serge Crawford stated, "We strongly believe that the first few weeks and months after giving birth is a very important time of adjustment, physically and emotionally, for the mother. We stand firmly in our assertion that the best gift you can give a baby is to take care of its mother. This is an absolute necessity. We are very happy that our franchise organization will provide support to millions of new mothers across the country that may feel alone or have family members located in another geographical area in or out of the country".

The For Mommy's Helper franchise organization offers a helpful solution to new mothers by providing the necessary support that encourages and empowers the mother's developing parenting skills. Their services are not to be compared to those traditionally provided by nannies or baby nurses a Mommy's Helper primary focus is the mother. Her job is to nurture, care, support and motivate the new mother in her role as primary caregiver.

For Mommy's Helper, Inc was formed in 2004. After four years of research and development the company rolled out its franchise system to a national audience of potential investors and franchisees on January 8, 2007. The groundswell of support and attention will make this franchise opportunity very attractive to entrepreneurs looking to invest in a business concept that is innovative and unique. For Mommy's Helper offers a comprehensive business management and training support system traditionally associated only with large franchise systems .

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