

## **SavvyMom Media conducts Mom Entrepreneur contest**

SavvyMom Media of Toronto has begun a contest promotion called the "Mom Entrepreneur" in support of its bi-weekly electronic newsletter SavvyMom Today. The initiative, which will run through the summer, takes the form of a search for "Canada's Top Mom Entrepreneur." Contest entrants will be listed at <http://www.momentrepreneuraward.ca>, where visitors can examine their websites and vote for the winners. The winner will receive a package of cash, business services and office equipment worth \$17,000. Four regional winners will receive prize packages worth \$2,400. This is the second year the company has conducted this contest. MORE INFO: SavvyMom Media

## **Mama Media resumes day camp sampling program**

Toronto-based Mama Media has resumed its conduct of sampling programs at 15 participating day camps in Ontario. From July 1 to Aug. 29, children who attend these camps will receive samples of products from various sponsors. According to the company, this represents an audience of approximately 75,000. The primary sponsor is Banana Boat Sun Care. "The concept has been embraced by both camps and advertisers because it's an easy, innovative, targeted and cost-effective sampling program," said Lisa Vogel, president of Mama Media. "It's a great way for campers, staff and parents to experience and enjoy kid-friendly products in a safe and fun atmosphere, plus it's an exclusive environment for advertisers to reach this all-important audience."