



# Launch Of New Website Addressing Single Women's Social, Finance, Health, Fitness, Fashion And Vacation Topics

SingleMinded, LLC, April 07, 2008

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*SingleMindedWomen.com is an online community for single women in the 25-54 demographic. Providing a place to support and honor their lifestyle choice, SingleMindedWomen.com serves as a trusted community where single women can come together to share their views.*

PR9.NET April 07, 2008 - Paradise Valley, AZ - Allison O'Connor and Christine Whelan, co-founders, today announced the launch of SingleMindedWomen.com, the premier online community for single women in the 25-54 year old demographic. Single women represent a growing and powerful market segment that is currently being underserved and overlooked by most media outlets. According to a May, 2006 press release from the US Census Bureau, 54% of all unmarried and single Americans are women.

Most media outlets (including magazines and websites) tend to "lump" single women into one demographic—yet their information needs are very different. Not surprisingly, the concept for SingleMindedWomen.com was borne of personal experience on the part of both O'Connor and Whelan who realized there was an immediate need for content specifically developed for this underserved market. The focus of SingleMindedWomen.com is to provide relevant articles, reviews, tutorials and Q&A's that inform and encourage communication within this focused community. "Our mission is to provide a trusted community where single women can come together to share their views on the everyday challenges they face as they navigate the world solo", says O'Connor.

Offering practical advice, SingleMindedWomen.com contains vital information every single woman can use to enhance her lifestyle. Whether single by choice or circumstance, women ranging in ages from 25-54; and from a variety of backgrounds will find inspirational ideas and how-to examples that enable them to improve their "single life". Topic categories for single women include travel, health, careers, relationships, appearance, finances and single parenting.

While there are many magazines and websites that target women, SingleMindedWomen.com is the first online community to cater exclusively to the specific needs of this powerful and singular female demographic. SingleMindedWomen.com will serve as a support system and sounding board for women who are living single, facing issues unique to their demographic, and want to learn from other women's experiences in a safe, password-protected environment.

SingleMindedWomen.com content is written by some of the most well known authorities in their category. Some of the featured editors are Paula Santonocito- Career, Martin Brown - Money, Josie Brown - Relationships, Melissa Chapman- Family, Gretchen Kelly- Escapes, Tracy Morris - Health, and Erin Donnelly - Looks.

Readers of SingleMindedWomen.com will find fresh content covering topics such as single women and travel, finances, health, fitness, fashion, parenting, work/life balance and dating.

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## About SingleMinded, LLC

SingleMindedWomen.com is an online web community devoted exclusively to the needs of single women. Providing a place to support and honor their lifestyle choice, our mission is to provide a trusted community where single women can come together to share their views. Offering practical advice, while addressing the needs of single women, SMW provides entertaining, informative, and vital information that every single women can use to enhance her lifestyle. Whether single by choice or circumstance, women of all ages and from a variety of backgrounds will find inspirational ideas and ways to enhance their "single life" with topics ranging from travel, health, career, dating, finances and single parenting.

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