

AVAILABLE FOR INTERVIEWS

Contact: Erin Flynn Jay
215-772-3048
erin@flynnmedia.com

**Publicity Expert and Author Examines:
WORKING MOMS FACE STRESS FROM
ECONOMIC DOWNTURN AND FAMILY RESPONSIBILITIES**

Many women are in a panic mode, afraid of losing their job or struggling to find work and concerned about their family's financial situation. Career moms should realize that the economic downturn is nationwide; millions of others are experiencing the same hardships. The events happening today will turn around in the future, says publicity expert Erin Flynn Jay.

Flynn Jay, author of the new book *Mastering The Mommy Track: Juggling Career and Kids in Uncertain Times*, says our generation is very different than the one we were raised in. "Unfortunately, many families across the country are still struggling to make ends meet, and parents are often too afraid to speak publicly about it. The middle class is facing poverty and many are fighting to survive," says Flynn Jay. "My book offers insight that will help working moms improve their work and personal lives. It is often challenging to balance home and work duties, and for a lot of women in 2012, it's a walk on a tightrope—a fear their families won't improve their wellbeing fast enough."

"Working mothers need periodically to evaluate their careers and determine their best growth opportunities. This decade, more women will alter their jobs to allow more time for their families. How can the two trends happen? With superb technology available, women can complete training on their own time, work from their homes, and spend less time commuting or office dwelling," adds Flynn Jay.

Women need to share family and home obligations with their partner or spouse. Women have made great strides toward equality in the workplace, but not at home. Household chores largely fall on the mothers' shoulders--but these tasks and parenting responsibilities should be divided equally. Women will never have time for themselves until they can achieve this balance at home.

In an educational and inspiring interview, Flynn Jay can discuss:

- Unprecedented challenges moms face during this weak economy
- Advice for getting through these uncertain times
- The added stress unemployment and lower income brings
- How mothers can take their careers to the next level--even with active home lives
- Why many moms are resentful of their partners

- Why moms must carve out more personal time for themselves

About the author:

Erin Flynn Jay is a writer and public relations executive.

Since 2001, Erin has been promoting authors of new books and small businesses in all industries. Erin has expertise in successfully obtaining print, online and broadcast media placements for experts and authors. She has established on-going partnerships with other public relations agencies and teams with them on projects when her PR and writing skills are needed.

Erin's articles have appeared in publications including careerbuilder.com, MSN Careers, Brandweek, Costco Connection, Opportunity World, Sales and Marketing Excellence, The New York Enterprise Report and Wealth Manager. In 2010, Erin wrote extensively about timely professional coaching topics for www.coachingcommons.org.

When she is not working, Erin loves to explore all that Philadelphia has to offer with her family. Part time taxi driver for her daughters, she will often be at a park, library or play area like the Nest or Please Touch Museum with her daughters.

She received a B.A. in Communication from the University of Scranton in PA and lives in Philadelphia with her husband and two young daughters.

Website: www.erinflynnjay.com

***Mastering The Mommy Track* is available on Amazon and barnesandnoble.com.**

REVIEW COPIES AVAILABLE UPON REQUEST

###

