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**AUTHOR AND PR EXPERT TO GIVE KEYNOTE FOR
NYMOM'S WORLD BONANZA EVENT 11/4:
--Erin Flynn Jay to reveal "Five Ways to Master the Mommy Track"**

PR executive, speaker and author Erin Flynn Jay will be the keynote speaker for NY Mom's World's popular [Baby, Toddler & Big Kid Bonanza](#) for Westchester County moms and will "open" this event on **Sunday, November 4th**. Flynn Jay is owner of Flynn Media, a publicity business, based in Philadelphia (www.flynnmedia.com). She will reveal "Five Ways to Master the Mommy Track" from her new book, *Mastering the Mommy Track: Juggling Career and Kids in Uncertain Times*.

Flynn Jay tells the stories of everyday working mothers, the challenges they have faced and lessons learned. She also offers solutions from experts on how mothers can overcome current issues in order to lead happy, healthy lives at home and work. She will be available for book signings during the event.

The [Baby, Toddler & Big Kid Bonanza](#) will be held **Sunday, November 4th from 12:30pm - 4:30pm** at **Life - The Place To Be in Ardsley, NY**. Moms-to-be, new moms and moms of toddlers and big kids will demo the hottest baby and kid gear & accessories on the market in a setting where they can mingle, hear from keynote speakers, sample fun food and drinks as well as get a little well-deserved pampering.

"I am thrilled to kick off the NY Mom's World bonanza event and share with moms my book's strategies for success in today's tough economic landscape," said Flynn Jay. "When shaping this book, I thought of 12 trigger areas that cause working mothers anxiety today--these became my chapters," said Flynn Jay. "This was based on my personal experience, research, and feedback from friends and acquaintances."

"I look forward to meeting NY Mom's World moms at such a fun and informative event," added Flynn Jay. "It is a juggling act to balance home and work duties, especially for women in 2012. My book offers practical strategies for career moms to grow and prosper."

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.

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

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

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