



For Immediate Release

Media Contact: Leslie Armstrong McLeod  
info@blanketstatements.org  
www.blanketstatements.org  
www.twitter.com/Bstatements  
www.facebook.com/blanketstatements

TO: LOCAL EDITOR

## **StartupNation.com Honors Nation's Leading Moms in Business**

### ***Blanket Statements Wins Top Honors in Mom Business Competition***

Spring Grove, IL – April 28, 2011 – From among contestants across the United States, **Blanket Statements** has been ranked #38 in StartupNation.com's 2011 Leading Moms in Business competition ([www.startupnation.com/leading-moms-in-business](http://www.startupnation.com/leading-moms-in-business)).

Millions of votes have been cast in the annual competition, and this year's flurry of popular support of the 2011 contestants was no exception. America has once again demonstrated its immense interest and supportiveness for moms building businesses as they also tend to their families.

"With startup rates at an all-time high, these leading moms are leading the pack in startup rates," says Rich Sloan, chief *startupologist* and co-founder of StartupNation. "They're going after their business opportunities and developing their innovative products and services with fervor," Sloan adds.

"Having started Blankets Statements just 6 months ago, I am thrilled to have my social enterprise recognized nationally," says Leslie Armstrong McLeod, owner of Blanket Statements. "It is an honor to be included in the company of so many other talented women." The winner's profile for Blanket Statements can be found at <http://www.startupnation.com/leading-moms-inbusiness/contestant/10023/index.php>.

The 2011 Leading Moms in Business ranking highlights some of the dominant trends, motivations and attributes among moms in business. They include:

- A great eye for providing attractive discounts, coupons, savings and value, all especially important to consumer moms of the recession era.
- A likelihood to come up with innovative products and solutions to address the challenging maze of motherhood. It's an environment that demands resourcefulness.
- Conscience-driven business, where "doing well" is just fine, but the real rush comes from doing good.

- The attraction of being your own boss looms large for moms wanting to take control they just can't find in a day job.
- Sustainable solutions and responsible business practices are increasingly paramount.
- Making the most of social media for business benefit is seemingly a birthright for the socially adept moms.

The full results of the 2011 Leading Moms in Business ranking are available on StartupNation's website at <http://www.startupnation.com/leading-moms-in-business/>.

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### **About StartupNation**

StartupNation ([www.startupnation.com](http://www.startupnation.com)) provides over 200,000 pages of business advice and networking for entrepreneurs and serves millions of entrepreneurs annually. StartupNation is a free service founded *by entrepreneurs for entrepreneurs* with the intention of providing a one-stop shop for entrepreneurial success, including blogs from a host of experts, podcasts, webcasts, eBooks such as Start Your Own Mom Business ([www.startupnation.com/mom-business](http://www.startupnation.com/mom-business)), award-winning step-by-step advice, and more.

StartupNation co-founders, Rich Sloan and Jeff Sloan, are two of the country's leading small business experts. The Sloan brothers speak frequently at entrepreneurial forums and recently hosted a Public Television special helping people transform their passions into business opportunities. They are authors of *StartupNation: Open for Business*, published by Doubleday. The Sloan brothers are regularly quoted and featured in media such as *The New York Times*, *Wall Street Journal*, *Fortune Small Business*, *Entrepreneur Magazine*, *CNN*, *CNBC*, *MSNBC*, *FOX News* and many others.

### **About Blanket Statements**

Blanket Statements, an online retailer based in Spring Grove, IL was founded with the simple goal to provide physical warmth, spiritual comfort and love by means of sharing a blanket. For each blanket purchased an additional identical blanket is donated to a women's shelter and includes a personal note or uplifting statement for the woman in need. It is a simple premise – get a blanket – give a blanket. Share warmth, comfort and love.

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### **For more information, press only:**

For StartupNation, contact Rich Sloan via email at rich at StartupNation dot com or by phone at 248-430-1002.

For Blanket Statements, contact Leslie Armstrong McLeod at: [info@blanketstatements.com](mailto:info@blanketstatements.com).

Blanket Statements press information can be found online at:

<http://www.blanketstatements.org/press.html>