



# NEWS RELEASE

## CONNECTICUT DISTRICT OFFICE

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### ***Kim DeYoung, President of Orange, CT – based Metromom.com, Named SBA’s 2010 Women In Business Champion***

**HARTFORD, CT** – U.S. Small Business Administration (SBA) has named Kim DeYoung President and Founder of Metromom.com of Orange, CT the 2010 Women in Business Champion.

Kim DeYoung is the original Metromom—a motivated mom entrepreneur committed to her family, her career and achieving success on her own terms. Also known as the “Get It Done Girl”, Kim is the dynamic and creative force behind Metromom.com and Get it Done University. Metromom is the “get it done” resource for the busy mom entrepreneur, providing solutions on marketing, money, mindset and motherhood.

“It is difficult to find a person as dedicated as Kim De Young, President of Metromom who has given much of herself and talent to help women connect and become entrepreneurs through strategies, social media, coaching and networking while encouraging a work-life balance that will allow them to succeed,” said Connecticut SBA District Director Bernard Sweeney. Kim currently provides dynamic “Get It Done” coaching one-on-one and through her action-packed programs specifically designed for entrepreneurs who have lots of great ideas but are stuck on how to make them a reality.

Kim’s corporate career began in the fashion industry doing product development and merchandising and running multi-million dollar businesses for companies such as The Gap, Banana Republic, J. Crew, Donna Karan and Armani. After 13 years she took the entrepreneurial plunge to design, produce and sell her own line of maternity clothing called Metromom Maternity which she sold via multiple channels – wholesale, internet and direct sales. Also trained as a business coach, Kim has been bringing her corporate and entrepreneurial experience to clients for the past decade. Many women who come out of corporate America have an expertise in a particular area or discipline; but Kim with her explicit experience across business lines helps women today transfer their knowledge and experience into starting their own businesses or growing their businesses, particularly in the new online venue. Kim has created an environment for women to get their brilliant ideas into the marketplace.

Kim's social responsibility is evident in everything she does and believes it is critical to prepare the next generation to do the same and as a result started a nonprofit to provide financial education to youth. She also donates \$1 of monthly membership fees to Junior Achievement. Rose Bednarz-Luglio, Professor of Business and Entrepreneurial Studies at Gateway Community College and who nominated Kim for the award stated, "Kim is an outstanding person who is committed to the growth of women-owned businesses and is a privilege to nominate Kim DeYoung." Kim DeYoung's website can be found at <http://metromom.com>.

Kim DeYoung will be honored along with eight other small business award winners, at an awards breakfast at The Villa Capri, Wallingford, CT on Thursday, June 3, 2010.

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