



# SafetyMom<sup>SM</sup>

*Helping Families Stay Happy, Safe & Sane!*



## Partnership Opportunities with The Safety Mom

### 2017 Media Kit

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# Meet Alison Jacobson, “The Safety Mom”



Corporate spokesperson, blogger and speaker, Alison Jacobson has dedicated her life to educating women about issues that affect not only themselves, but everyone in their family. Alison is the mom of four children, step-mom to another four and care giver for her husband with Multiple Sclerosis and son with intellectual disabilities. Alison also understands personal tragedy. In 1997 she lost her first son to Sudden Infant Death Syndrome. It was from this tragedy that she developed her passion as a family safety and

wellness advocate. Alison’s inspirational stories of surviving loss, overcoming grief, persevering through divorce and meeting life’s challenges with grace and humor, make her a sought after speaker. Her topics include accident prevention, cyberbullying, teen dating, managing family chaos and raising successful, emotionally intelligent kids.

Her ability to connect with people in a down-to-earth, uplifting and engaging manner while providing important information has made Alison a popular guest on many national television shows including The Today Show, Fox & Friends and Good Morning America. Through her appearances, blog and articles, she reaches millions of parents every month with advice on how to raise self-confident kids in a healthy, happy and safe environment.

Over the years Alison has worked as a spokesperson for some of the world’s leading brands including COX Communications, Toyota, Coca-Cola, AT&T, Johnson & Johnson, Unilever, Proctor & Gamble and Sylvania.

Alison resides in Connecticut with her husband and her “safety kids.”

# About Our Audience

Moms and caregiver of all ages rely on The Safety Mom for the most accurate and credible information on a wide range of safety issues.



Female : 87%  
Male: 13%

Gender



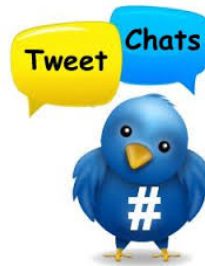
73% between 25-54

Age



8,730+

Twitter  
Followers



2.45M

+

Twitter Party  
Impressions



1,442+

Facebook Fans



5,366 Visitors  
6,851 Page Views

Safety Mom  
Website Monthly  
Analytics



# TV & Print

Whether as a spokesperson or an expert commentator, TV producers seek out The Safety Mom for her insight and knowledge. She is also frequently called upon to write content for some of the top blogs and magazines.



THE  
HUFFINGTON  
POST

NBC  
SAN DIEGO

Fit Pregnancy  
10 Baby-Safety Tips You (Probably) Don't Know

<http://www.fitpregnancy.com/baby/baby-care/baby-safety-tips-you-probably-dont-know>

Huffington Post  
4 Things I Didn't Know About Divorce Until It Was Too Late

[http://www.huffingtonpost.com/divorced-moms/read-this-before-its-too-late\\_b\\_8221112.html](http://www.huffingtonpost.com/divorced-moms/read-this-before-its-too-late_b_8221112.html)

FOX &  
friends



Fox News | Protect Yourself While Having Fun In the Sun  
<http://video.foxnews.com/v/4281446285001/?#sp=show-clips>

ABC Show – Interview with HALO Innovations  
<https://youtu.be/HeUJrn5WhzA>

Cox Communications | Safety Mom | Teen Parents  
<https://www.youtube.com/watch?v=Bk6RKiOpPyE>

Fox News | Christmas Tree Safety Tips  
<http://video.foxnews.com/v/4659527784001/?#sp=show-clips>

