

Brooke Gibson, founder and editor  
[www.waxMAMA.com](http://www.waxMAMA.com)  
704-287-5828  
[brooke@waxmama.com](mailto:brooke@waxmama.com)

*-For Immediate Release-*

## **Trendsetting Web Site Pushing to Reach 1,000 Subscribers**

CHARLOTTE, NC – November 3, 2009 – The first of its kind in Charlotte, [www.waxMAMA.com](http://www.waxMAMA.com), burst onto the scene with a vengeance in May of this year. In just six months this edgy and trendsetting daily newsletter for Charlotte women has gathered a sizeable, and quickly growing subscriber base, due mainly to the site's humorous writing style, discounts for subscribers, and a focus on all things Charlotte.

waxMAMA has been overwhelmed with praise from both the media and its subscribers, garnering comments such as, "Your newsletter is my favorite thing to read in the a.m.!", "I love reading waxMAMA! The finds are awesome and the writing is amazing - so clever!," and "You have such a cool-factor to your aesthetic and style that Charlotte could really use more of!"

In two weeks, waxMAMA will have its six month anniversary and is campaigning to reach the mark of 1,000 subscribers. With only 150 to go, founder and editor, Brooke Gibson, feels confident that they will reach their goal. "Our subscriber numbers have started to snowball. We went from one new subscriber a day, to two, and now we're up to about ten. It's really exciting to watch!"

waxMAMA is published five days a week and is free for subscribers.

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