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New Moon Girl Media Expands Media Offerings: Established Magazine Publisher Announces Online Community for Girls Ages 8 - 12 Launching NewMoonGirls.com

New Moon Girl Media, publishers of international New Moon Girls magazine partners with Silicon Valley technology accelerator MonVia Inc. to launch NewMoonGirls.com site for tween and teen girls to develop their full potential through self-discovery, creativity, and community.

/24-7PressRelease/ - MINNEAPOLIS, MN, July 16, 2008 - NewMoonGirls.com to Launch in September: A Member Website for Girls Ages 8 - 12 to Develop Their Full Potential through Discovery, Creativity, and Community.

New Moon Girl Media, publishers since 1992 of the international, bi-monthly New Moon Girls magazine announces the launch of NewMoonGirls.com on September 1, 2008 a Web Community for girls ages 8 - 12. New Moon Girl Media has partnered with Silicon Valley technology accelerator MonVia Inc. to launch the first in a family of secure Web Communities for tween and teen girls to develop their full potential through self-discovery, creativity, and community.

NewMoonGirls.com will be a companion to the magazine, featuring sixteen years of archived New Moon Girls articles written and edited by and for girls. Girls will discover thousands of articles with information helpful for their full development. High-quality features by award winning writers such as Ani DeFranco and Jane Godall, along with articles and letters submitted by girls from around the world address issues such as body image, friendship, gender inequity, school, changing emotions, world views, and family relationships.

NewMoonGirls.com will not accept any advertising or sponsorship, adhering to the same values of the magazine by providing a marketing-free space for children. The website will charge an annual membership fee of \$18.00 a year. Subscription to New Moon Girls magazine is \$34.95 per year. A package of magazine plus website membership will be available for \$46.95.

NewMoonGirls.com will allow girls to develop community through moderated online chats about specific topics important to girls. There will be sticker sharing, polls and quizzes, and an "Ask A Girl" advice area where girls help each other with problems ranging from how to find their talent, feelings about boys, and trouble with friends. The popular "Dear Luna" column from the magazine reappears online as a place where girls can share their opinions about everything with other girls and Luna, the spirit of New Moon a smart, caring, supportive yet faceless figure, provides feedback and support.

New Moon Girls online will expand the reach of the bi-monthly magazine, giving more girls a creative outlet in public areas where they can share their writing, music, poetry, videos, and artwork with other girls. The website will also allow each member her own private room where she will feel safe to explore her individual expressions and feelings.

Parents, caregivers, and any adult working with girls will appreciate the lengths New Moon Girls has gone to in challenging the typical notion of a web site for girls. In addition to being 100% advertising-free like the magazine, NewMoonGirls.com has retained an panel of industry experts as advisors on girls issues, provides staff and adult moderation at all levels of communication between girls on the website, has compiled an extensive resource guide for girls on sensitive topics, and is in full compliance with COPPA, the agency setting online safety standards for children.

New Moon magazine recently received the 2008 Parents' Choice Gold Award for best children's magazine and has garnered nine Parent's Choice Foundation Awards, five Educational Press Association of America Design and Editorial Awards, a National Association for Multicultural Education award, a Folio Award and the Association of Educational Publishers prestigious Golden Lamp Award in 2006.

New Moon Girl Media is the original girl-centered media organization by and for girls ages 8 - 15. Girl editors, writers, filmmakers and artists from around the world are in charge of all our content, working with adults through our pioneering Share the Power method.

New Moon Girls magazine and NewMoonGirls.com provides innovative, safe, respectful, and advertising-free spaces where girls ages 8-12 develop their full potential through self-discovery, creativity, and community. New Moon Girls is for every girl who wants her voice heard and her dreams taken seriously in the world.

New Moon Girl Media is an international publisher of New Moon Girls the bi-monthly magazine and New Moon Girls the online website community for girls ages 8 - 12 who want their voices heard and their dreams taken seriously. For information please contact Kathleen Kvern, Chief Marketing Officer, 612.822.5369 or kathleenk@newmoongirlmedia.com