



Home Ec 101

WHAT YOU WISH YOUR MAMA TAUGHT YOU



FOR IMMEDIATE RELEASE

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Website Home Ec 101 Offers Advice For Lean Economic Times

Home Ec 101 is a sassy new blog that carries a deeper message for families who need money saving information on daily household tasks during these hard economic times.

Millions of Americans are frustrated as prices rise, wages stagnate, and jobs are cut. Home Ec 101 offers money saving advice to help consumers pay off debt, put money into savings, and live a frugal lifestyle.

Heloise and FlyLady, move out of the way! There are two far cooler homemakers in town. Ivy Hogan and Heather Solos met in 2003, determined to manage both of their households on single incomes. These two friends provided support for each other while muddling their way through the intricacies of running a household. The idea for Home Ec 101 was born while searching for advice on household problems. The answers they needed were buried in web sites based on complicated ideals of perfection or smothered in saccharine platitudes. There was a need for information delivered in an entertaining, smart manner. Launched in March of 2007, Home Ec 101 fulfills that need, answering hundreds of household questions with retro flair and modern wit. Ivy and Heather's inimitable style helps readers manage a shift to a lifestyle embracing frugality. Readers learn to embrace the mantra "use it up, wear it out, make it do, or go without."

Hogan said, "In the past, children learned to run a household efficiently from their mothers whose entire life was devoted to running the household. People our age usually had mothers who were too tired from working all day to teach us how to darn a sock or crisply iron a shirt."

Solos added, "School budget cuts have eliminated home economics courses from the curriculum; many adults grew up in a two income household. Domestic skills seem to be going the way of the dodo."



Ivy Hogan is a blogging rock star. She is the lead blogger for the Shakadoo blogging empire, and is the owner of the extremely popular Music City Bloggers. She's the mother of three children ranging in age from thirteen to four. Ivy majored in Journalism as she worked her way through college as a single mother. She has held a number of jobs such as Assistant Manager for an auto repair shop and professional maid. Right now Ivy is learning to sew, and that sewing your fingernail is not a good thing.



Heather Solos is a work at home mother of three children. Currently she manages Lowcountry Blogs, an online community dedicated to promoting interaction between Charleston area bloggers. Before marriage and children she majored in Biochemistry and Biology working her way through college as a chef. Since beginning her life as a mother, she has discovered preparing fancy food for others is quite different from feeding a family on a strict budget. Currently her science projects include stain and odor removal.

Home Ec 101 is garnering lots of attention.

WKRN News2's blog Nashville Is Talking:

[...]a site chock full of helpful tips for the household engineer. If you ever wanted to know how to get various types of crap off of various types of objects, [Home Ec 101] is a really fine place to start!

Jessica Ashley of Babble, the magazine and community for a new generation of parents:

I bow down to you. You cook, you clean, you sew, you save money. And the best part of all? Your advice on reigning over the household is all realistic and [sharp-witted]

and wonderful and devoid of pretentiousness, primping or judgment.

Dan Conover of Charleston's *Post and Courier*:

These enterprising (if occasionally snarky) young mothers write about (and talk about) such tips as how to stretch a family food budget, how to store lettuce and how to prevent your socks from disappearing in the wash. So when our thoughts turned to frugality, we turned to Heather and Ivy (www.home-ec101.com) for advice.

Home Ec 101 is written as an advice column and is fully searchable with hundreds of recipes as well as frugal tips. Not content to rely solely on their own advice, the site syndicates excerpts from over fifty frugal writers and homemakers in a side column. This website is fostering a community which shares a wealth of information on having more with less. Unlike many sites that preach to an audience, readers of Home EC 101 are encouraged to participate in the open format adding comments, making suggestions, or submitting questions. The interactive nature of the site creates the sense of chatting with friends over coffee; except these friends are available in the middle of the night after the toddler puked in the hall.

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If you'd like more information or to schedule an interview with either Ivy or Heather, call Ivy at 615.429.4873 or email ivy@home-ec101.com.