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**“Chief Technology Mom” Offers Advice for Parents in the Digital Age at  
THEONLINEMOM.COM – A New Website to Help Parents Become Cyber Smart**

***Web Site Developed by DigitalLife Co-Founder and Mother  
is the “Dr. Spock for Technology Issues”***

HARRISON, NY, September 9, 2008 – What age is too young for a cell phone? How can I monitor my teenager’s activity online? What are the best web sites for tweens? What video games are right for my kids?

These are just a sampling of the types of issues and answers that can be found at [www.theonlinemom.com](http://www.theonlinemom.com), a ground-breaking new web site that provides parents with the knowledge, advice, and tools they need to share in and contribute to their children’s ever-expanding digital world. The site is being launched by The Online Mom, LLC, a company founded by tech devotee and parent, Monica Vila – the “Chief Technology Mom” – who is recognized for keeping consumers at the forefront of technology through the DigitalLife exhibitions she co-founded.

Presented in an organized and practical style, [TheOnlineMom.com](http://TheOnlineMom.com) offers explanations and analysis of all the digital products and Internet services that are now so much a part of every child’s daily life. From texting to social networking, from digital cameras to video game consoles, from Flickr to Wikipedia, [TheOnlineMom.com](http://TheOnlineMom.com) explains how it works, what the choices are and, more importantly, what the positives *and* negatives are for today’s children.

“It is becoming increasingly impossible for parents to look the other way as their children become more and more immersed in digital technology,” said Monica Vila, President and co-founder of The Online Mom, LLC. “We found that many parents feel ill-equipped to provide the same level of input and guidance in the tech space as they do in other aspects of their children’s development. [TheOnlineMom.com](http://TheOnlineMom.com) gives them a lifeline to a constantly changing world that might be unfamiliar to them but is one which their children are experiencing on a daily basis.”

Regularly updated to include the latest products and trends, [TheOnlineMom.com](http://TheOnlineMom.com) offers news, analysis, commentary and practical advice for *all* parents. Recognizing the different needs and stages of child development, the advice sections are divided into Kids aged 3-8, Kids aged 9-12, and Teens.

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Want to know what web sites are suitable for 8 year-olds? [TheOnlineMom.com](http://TheOnlineMom.com) has them. Want to know what YouTube™ is all about? [TheOnlineMom.com](http://TheOnlineMom.com) includes explanations and feature articles telling parents exactly how this phenomenon works and why it's so popular. Want to know whether your child should have their own Facebook page? [TheOnlineMom.com](http://TheOnlineMom.com) will help you decide.

“Just as generations of parents have turned to Dr. Spock for advice on raising healthy babies, [TheOnlineMom.com](http://TheOnlineMom.com) is designed to become a vital information and safety resource for parents trying to stay ahead of the critical technology issues facing their children today,” said Ms. Vila, who’s become known in her PTA as the “Chief Technology Mom.”

While many other sites focus solely on the dangers associated with modern technology and the Internet, [TheOnlineMom.com](http://TheOnlineMom.com) also emphasizes the positive effects that technology has on children and its increasing influence on future educational and career opportunities. With soon-to-be-added product reviews, special offers and weekly newsletters, [TheOnlineMom.com](http://TheOnlineMom.com) will become the go-to resource for parents, educators and care-givers of all ages.

TheOnlineMom.com is a product of The Online Mom, LLC. President and co-founder Monica Vila has focused her career on consumer technology for the past 15 years and is passionate about creating tech savvy communities and empowering families to make good decisions about their use of technology. Monica is currently PTA President at her 9 year-old daughter Samantha's school and is an active advocate of parents embracing technology by understanding both its benefits and risks.

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