



mum

KNOWS BEST

Series Title: Mum Knows Best
Length: 13 x 30 minutes HD
Topic: lifestyle & product reviews
Distribution: international and national, webisodes, retail, DVD with book partner
Target Audience: stay-at-home parents
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Generation Y is all grown up and driving a boom in births not seen since 1961! And statistics show a 15 percent increase in the number of stay-at-home moms in the last ten years. This combination is fueling a resurgence in everything baby!

Mum Knows Best is a new series focusing on modern, relevant parenting issues for mothers-to-be and parents of pre-schoolers. Hosted by two dynamic moms, Lisa van Reeuyk (**Discovering Great Towns**) and TBA (preferably ethnic), **Mum Knows Best** mirrors the concerns of real parents by splitting the focus between eco-friendly products and greener parenting practices with must-have great deals and affordable child approved activities.

Anchored in our colourful studio, **Mum Knows Best** is informative and entertaining television. **Mum Knows Best** doesn't scrimp on fun while inspiring parents with useful, real world advice on everything from eating and sleeping to investing and immunizing.

You've got question? We've got answers! **Mum Knows Best** keeps it real with field segments hosted by seasoned correspondents from doctors to childcare professionals and of course some very special dads.

Mum Knows Best is currently in development at Best Entertainment Corp. in Vancouver, BC.

If you would like to be a partner in this exciting new project, please contact Lisa van Reeuyk at: lisa@bestentertainment.ca or 1.866.909.4647 x 22

