



NEWS

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Want to Know the Budgeting Secrets of Moms Across the Country?

***You Need A Budget (YNAB) launches “Secrets of the Budgeting Mom”
Contest to reveal and reward the financial secrets of moms***

AMERICAN FORK, UT (July 7, 2009) – Not only are women the primary care giver in American households, but recent studies indicate that upwards of 96% of them are either in control of, or sharing in, all financial matters. With this much influence of family budgets and finances it has become American moms who are the true budgeting gurus.

You Need A Budget (YNAB), a leading budgeting software company, is launching a web-based contest to find out what some of the “Mom CFOs” are doing to make ends meet and budget successfully. The **Secrets of the Budgeting Mom** contest begins on July 6, 2009 to reveal the financial secrets and nightmares of working women, mothers, divorcees and widows across the nation. The contest seeks to reward women for their tricks, short-cuts and creative strategies to managing family and household finances.

“More and more women are taking the reins of household finances,” said Jesse Mecham, founder of YNAB. “Besides being the primary caregiver they are also becoming the CFOs of their families charged with the responsibility of overseeing budgets, savings, investments, retirement accounts and more. It is time we all learned a little something about fiscal management from the true budgeting gurus in this country.”

Women interested in entering the **Secrets of the Budgeting Mom** contest can do so by visiting www.youneedabudget.com/momcontest from July 6 until August 3, 2009. Besides entering basic information, women who decide to enter the contest will be asked to complete the following statement:

“My best budgeting strategy, tip, or story is...”

After entries are collected on August 3, two random prize drawings will take place. The first drawing will involve 10 random winners who will receive YNAB Budgeting Packages which includes a copy of YNAB

Pro budgeting software and a copy of the book [The YNAB Way](#). The second drawing will involve one random winner who will receive a Personal Finance Gift Basket which includes YNAB Pro budgeting software and a copy of the book [The YNAB Way](#). It also includes a selection of personal finance books authored by prominent women in the financial industry and a two-hour financial planning review by “Women and Money” Guru Sue Fenimore, CFP® of The Financial Consulate, Inc.

The grand prize winner will be selected by America through an online vote. 10 entries will be selected and their profiles will be placed on the contest website and people across the country will be asked to vote for the woman who has the best “secret” for keeping family finances in order. Voting will take place from August 5 to August 20, 2009. The grand prize winner will receive a three-day luxurious spa trip for two that includes airfare, lodging and spa packages. The grand prize winner will be announced August 31.

In a special twist, contestants will be able to receive “bonus entries” for the random prize drawings by posting their entry response on personal blogs, Facebook, Twitter and YouTube. Women doing one or all of these will receive additional entries into the random prize drawing. See the contest entry form for details.

“We hope women across the country will participate. Their creative strategies for making family finance work will help other families make ends meet in today’s tough economy,” concluded Mecham.

If you are interested in learning more about the **Secrets of the Budgeting Mom** contest, please visit www.youneedabudget.com/momcontest/. Members of the media and other interested parties can contact Benjamin Lewis at 301-963-7555 or Benjamin.lewis@perceptiononline.com.

ABOUT YOU NEED A BUDGET (YNAB)

You Need A Budget (YNAB) is a budget-focused financial software company dedicated to providing top-notch financial software to anyone needing a financial lift. Founded in 2003, YNAB provides a flexible strategy that conforms to any lifestyle or budgeting needs. YNAB knows that with the Four Rules of Cash Flow, the money management process is as simple as ever. For more information on You Need A Budget (YNAB), visit their Web site at www.youneedabudget.com.

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