

**FOR IMMEDIATE RELEASE**

**StartupNation.com Honors Nation's Leading Moms in Business**

***Leslie Truex Wins Top Honors in Mom Business Competition***

**Palmyra, VA – October 11, 2010**– From among thousands of contestants, Leslie Truex and her website, Work-At-Home Success has been ranked # 184 in StartupNation.com's 2010 Leading Moms in Business competition ([www.startupnation.com/leading-moms-in-business](http://www.startupnation.com/leading-moms-in-business)), sponsored by Infusionsoft ([www.infusionsoft.com](http://www.infusionsoft.com)).

Over 709,000 votes were cast in support of the 2010 contestants, reflecting immense interest and supportiveness for moms building businesses at the same time they tend to their families.

"There's been a sea change among moms as they've come to realize that adding entrepreneurship to their lives brings exhilaration and immense gratification, not to mention supplemental—sometimes primary—income to their families in these dicey economic times," says Rich Sloan, chief *startupologist* and co-founder of StartupNation.

"Getting recognized by StartUpNation is an honor, but what means the most to me is the fact that supporters of Work-At-Home Success were the ones who voted to make this happen. Knowing they appreciate and support my work is the best reward." The winner's profile for Leslie Truex and Work-At-Home Success can be found at <http://www.startupnation.com/leading-moms-in-business/contestant/8888/index.php>.

The 2010 Leading Moms in Business ranking, conducted in collaboration with Ladies Who Launch ([www.ladieswholaunch.com](http://www.ladieswholaunch.com)) and The National Association for Moms in Business ([www.mibn.org](http://www.mibn.org)), highlights some of the dominant trends, motivations and attributes among moms in business. They include:

- A likelihood to come up with innovative products and solutions to address the challenging maze of motherhood. It's an environment that demands resourcefulness.
- Conscience-driven business, where "doing well" is just fine, but the real rush comes from doing good.
- The attraction of being your own boss looms large for moms wanting to take control they just can't find in a day job.
- Sustainable solutions and responsible business practices are increasingly paramount.
- Making the most of social media for business benefit is seemingly a birthright for the socially adept moms.

The full results of the 2010 Leading Moms in Business ranking are available on StartupNation's website at <http://www.startupnation.com/leading-moms-in-business>.

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**For more information, press only:**

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