

MsGenuity Devotes September to Crowdfunding Projects Enhancing Kids' Lives

Program will launch early-learning and entertainment products

SARASOTA, FLORIDA, UNITED STATES, September 2, 2015 /EINPresswire.com/ -- [Project Kids](#), a program to fund early-learning and entertainment products making life better for kids is being launched September 2. Created by [MsGenuity](#), a crowdfunding portal for products that matter to moms and their families, Project Kids, empowers families to collaborate with product creators and enhance their lives by funding innovative products. Project Kids is the first “mom and family centric” program within the male dominated crowdfunding industry. Moms, who



MsGenuity supports products improving the lives of mom and her family

purchase 85% of all US goods but participate in less than 12% of all projects, can now influence product design, invest in new products and share their “findings” with family and friends through the MsGenuity portal.

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MsGenuity is a neighborhood of visionary moms and women who support revolutionary products and services that make life easier and more fun for their family and crowd.

Marcia Christ, CEO

The Project Kids program is overseen by [Marcia Christ](#), MsGenuity CEO and former Creative Director and Senior VP at Ogilvy & Mather. She propelled new mom and kid products of Fortune 100 companies, Kimberly-Clark and Mead Johnson, to name a few, into national brands. Some of the Project Kids projects, in alphabetical order, being introduced are...

- Beibamboo - an eco-friendly baby clothes product line
- BotaniCuties - garden themed designer plush toys
- Bracees – accessories for pre-teens to individualize their braces
- Edvite - an app empowering teachers and parents to identify child-friendly neighborhood activities
- Helping Kids on the Spectrum - a yoga course for kids and their parents to achieve a higher level of calmness and attentiveness
- ImaginMe - an animated story app enabling parents to embed their child as the main character
- My Busy Books - helping kids with early literacy skills
- My Shoe Boom - a kit for personalizing kids shoes and sneakers
- Nellie Knows the Alphabet - stories empowering children to discover their self-awareness and

emotional intelligence

- Pajama Monsters - stuffed huggables and stories to chase the boggy man from a child's life
- Paragon - an educational comic enlightening kids about toxic chemicals and environments
- Spritelings - kids collaborating with the author to build an inspirational group of nomadic creatures and a new world.
- Xtreme Back Paks - protecting school work dragged through the toughest weather.

MsGenuity. headquartered in Sarasota, FL., is a reward-based crowdfunding site featuring products that matter to moms and their families. For more information access...

Press Kit (www.press.msgenuity.net)

Mom Blogger Affiliate Program (www.mombloggers.msgenuity.net)

Website (www.msgenuity.net)

Who is MsGenuity? (Video) (<http://msgenuity.com/the-who-and-why-of-msgenuity/>)

Facebook (www.facebook.com/msgenuity)

Twitter (www.twitter.com/msgenuity)

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