

# Fred Rogers Productions' Paul Siefken To Discuss Kids & Families At M2Moms® – The Marketing to Moms Conference

*50th Anniversary of Mister Rogers Neighborhood*

NEW YORK, NEW YORK, USA, September 25, 2018 /EINPresswire.com/ -- Paul Siefken, President & CEO of Fred Rogers Productions, will talk about the company's work today, its mission, and its commitment to children and families with Cooper Munroe, CEO of The Motherhood, at the 14th Annual [M2Moms® – The Marketing to Moms Conference](#), Oct. 2 & 3, NYC. [M2Moms®](#) is designed to help brand marketing executives and their agencies better understand and improve their overall business results with today's moms.

“During this 50th anniversary of Mister Rogers' Neighborhood, the life and legacy of Fred Rogers are on many people minds,” according to M2Moms® producer, Nan McCann. “Today's moms, kids, and families are facing much different challenges and stresses than previous generations of moms. It's important for marketers to understand and adjust their marketing to the realities of today's moms. Nobody has been closer to moms and families, for generations, than Fred Rogers Productions through their ongoing production of educational programs for children and their mission of maintaining the legacy of Fred Rogers.”



Paul Siefken, President & CEO of Fred Rogers Productions,

Siefken said., “We remain committed to inspiring a lifetime of learning in children and to earning the trust of their parents and caregivers every day.” Fred Rogers Productions' current portfolio includes: Daniel Tiger's Neighborhood, Peg + Cat, Odd Squad, and Through the Woods, as well as popular apps, games, and the legacy of Mister Rogers' Neighborhood. Building on its 50-year history of success with exceptional programming for every platform, the company and its programs have earned numerous prestigious awards and honors, including 22 Daytime Emmys, multiple Parents' Choice Gold Awards, a host of Common-Sense Media Awards, and, most recently, an Institutional Peabody Award, among other accolades.

In addition to Siefken, other M2Moms® [speakers](#) include: Enna Allen, Simon Malls; Mandy Arioto, MOPS; Amy Przywara, Sylvan Learning; Patty David, AARP; Elle Walker & Meg Resnikoff, What's Up Moms; Kurt Workman, Owlet Baby Monitors; Skyler Mattson, WongDoody & June Cleaver is Dead; Michelle Poris, Smarty Pants; Agata Reyes, Destination Maternity; Rachel Curry, Volvo USA. For a full list of speakers go to [www.m2moms.com/speakers](http://www.m2moms.com/speakers)

"M2Moms® is definitely a 'don't miss' for every exec who markets to moms," McCann added. "It's packed with sessions structured to help brands improve and evolve their marketing to moms efforts in a rapidly changing communications environment."

"That's why every year M2Moms® is attended by a comprehensive and diverse list of brands including Microsoft, Johnson & Johnson, Evenflo, IKEA, Abbott Nutritionals, GM, Allstate, Heinz, Symantec, Hasbro, Procter & Gamble, Wyeth and Coca-Cola," according to McCann. "M2Moms® attendance typically sells out."

The 2018 M2Moms® proudly supports Save the Children. Sponsors include: Presenting Sponsor: Google; Associate Sponsors: AARP, What's Up Moms, WongDoody; Showcase Sponsors: GfK, Fosina Marketing Group, Sylvan Learning, MOPS International, Famifi, Destination Maternity, BabyPage, Ask Patty, Strottman, Hillside & Knox, Foursquare, PlayWell TEKnologies, Response Media, GreyHealth Group, Raising Dragons, Marketing to Mums, Smarty Pants, Kids II, The Motherhood and Simon Property Group. Media Sponsor: MomTrends Media. Video Content Resource Sponsor: Snippies.

For M2Moms® information: [www.m2moms.com](http://www.m2moms.com) or 860.724.2649 x13. M2Moms® is produced by PME® Enterprises LLC, 912 Silas Deane Hwy., Suite 101, Wethersfield, CT 06109.



Cooper Munroe, CEO of The Motherhood

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*Nan McCann, M2Moms®  
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