



## **Romper Unveils the First-Ever "Made It Awards" Celebrating Entrepreneurial Millennial Moms Making Their Dreams A Reality**

- The premier parenting publisher will honor 10 women and host a day of entrepreneurial workshops and panels; presented by GE Appliances and Sally Hansen -

NEW YORK, NY – November 2, 2017 – Romper, the leading website for millennial moms, revealed today the honorees for the first-ever Made It Awards. The Made It Awards celebrate moms making a splash and creating an impact by developing new products, ideas, and businesses and making them a reality — for themselves, their kids, and other women. The awards are presented by GE Appliances and Sally Hansen.

The 2017 Made It Award honorees will be celebrated at a daylong event and cocktail reception on Saturday, November 4 in New York City. Together with the honorees, female entrepreneurs will enjoy breakout discussions, GE Appliances' interactive Good Things For Life activation center, and a keynote speech from Freshly Picked's founder and CEO Susan Petersen. Programming will include Sally Hansen's Hard As Nails Panel, showcasing inspiring women who made hard decisions and found success, as well as workshops focusing on how to transform your ideas into a business, how to move your business past the "side hustle" phase, and how to nurture your kids and your business at the same time. Attendees will have the chance to enter to receive a \$5,000 Hard As Nails Grant, presented by Sally Hansen.

### **The 2017 Romper Made It Award Honorees**

- **Amy Christine Mabry:** Co-founder of Skip and Play
- **Regina Rae Rice Paquette:** Co-founder of Skip and Play
- **Blair Fillingham:** Founder of MTRNL
- **Cara Via:** Creator and Author of Halloween Holly
- **Irene Lee:** Founder and Creative Director of Bash + Sass
- **Keli Smith:** Founder and Chief Executive Officer of Kaike

- **Kristy Catsouphes:** Founder and Chief Executive Officer of Milk Expressed
- **Lane Huerta:** Founder of Lovelane Designs
- **LaTonya Yvette:** Stylist and Writer of LaTonya Yvette
- **Sharon Blumberg:** President of CHOOZE
- To learn more about Romper's 2017 Made It Award honorees, visit: <https://www.romper.com/made-it-awards-2017>.

Join the #MadeItAwards conversation on social [@Romper](#).

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### **About Romper**

Romper is the leading digital destination for millennial moms, reaching an audience of 10 million unique readers a month. The site speaks to a new generation of mothers, helping them navigate the adventure of parenthood in a fun, relatable, and honest way. At Romper, our writers and editors know that motherhood expands your identity instead of eclipsing it. Romper's mission is to be a platform for women who are complex, complete individuals as well as mothers.

### **About GE Appliances**

GE Appliances, a Haier company, makes moments that matter for our owners through our passion for making great appliances and providing unparalleled services. Owners have more choices than ever before under the Hotpoint, GE®, Haier, GE Café™, GE Profile™ and Monogram® brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information visit [www.geappliances.com/our-company](http://www.geappliances.com/our-company).

### **About Sally Hansen**

Sally Hansen Inc. is an American beauty brand, first founded in 1946 by Sally Hansen herself. Hard As Nails was the first Sally Hansen product filed for a patent in 1957.

Since then, the brand has become famous for its dedication to making innovatively-formulated beauty products for real women. Beauty that really works.

### **SO MUCH MORE THAN NAILS**

Launched with just two nail products, including the iconic 'Hard As Nails', the award-winning brand now has over 300 shades, is distributed in over 55 countries worldwide, and is the number one nail brand in the U.S.A. amongst other countries.

But Sally Hansen is so much more than just nails, with products spanning 5 beauty categories: nail color, nail care, sunless tanning, hair removal, and beauty tools.

SALLY HANSEN: THE ORIGINAL SELF-MADE WOMAN

Our founder, Sally Hansen, was a fearless beauty entrepreneur, innovator and style icon. In a time when women ran households not companies, Sally defied husbands, parents, and society in general, to create the life and the beauty she wanted for herself, by herself.