

Dancing Meatballs – A New Local Resource that Redefines Fun for Philadelphia Area Parents

July 2007 (Philadelphia, PA) – What do a \$5 all-you-can-eat ice cream festival, a \$1 winter carnival, and a free indoor playhouse that's perfect for rainy days all have in common? They're fun, affordable, and can all be found right in the heart of Philadelphia. And all have been highlighted by Dancing Meatballs, a free, local, weekly activity newsletter for time-starved parents with young children.

Dancing Meatballs, started by Wharton MBAs Cheryl Provorny and Janelle Tsai, is redefining affordable fun. Instead of spending hours in front of a computer researching family activities, each week readers receive seven affordable and fun event ideas in the Philadelphia area directly to their inboxes.

Provorny and Tsai created Dancing Meatballs after questioning the "work/life balance" touted by companies recruiting on campus. How, they asked, would any of their cohorts (new parents or parents-to-be) find the time to have a more engaging personal life with such a busy work life ahead of them? Would they have the energy or the free time to put in all the work necessary to find fun things to do for themselves and their families? The idea behind Dancing Meatballs is simple; they do all the research so parents don't have to.

"With greater demand on parents in terms of both time and money, we're thrilled that we can save them a lot of both," said Dancing Meatballs co-founder Provorny. "Parents appreciate the hassle-free way we keep them on top of the cool events and love the variety." One local parent and business owner really values the fact that the newsletter highlights activities that most people would not have found on their own. "I have been receiving your newsletter, and I think the service that you are providing is just wonderful, truly. I was able to take my oldest son to see [the theater production of] *The Hobbit* just as he finished reading the book. If not for your newsletter, we would have never known about it as my head is buried so deep taking care of three children and running a business. Thank you!! We had a special day together at a time when it was much needed."

With the launch of their newly revamped website, Dancing Meatballs has made it easier for parents to comment on, be reminded of, and email events to their friends. You can find more information about the newsletter on www.dancingmeatballs.com.

About Dancing Meatballs

Dancing Meatballs, a free weekly e-mail newsletter and website, is the ultimate insider's guide to affordable fun for city-dwelling parents and their kids. We find it all, from museums and festivals for the whole family to free in-store events for parents. With a sole dedication to fun, the style of the content is both upbeat and whimsical; it's like getting a message from your witty, quirky neighbor who always seems to know about the most fun activities for his or her family.

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