

## NESTLE PURINA TAGS WME PRESIDENT YVONNE DIVITA TO BLOG IN PETS' CHANNEL ON YAHOO! SHINE

ROCHESTER, N.Y. (March 24, 2009) – Yahoo! Shine, launched in 2008 to reach women aged 25-54 and boasting blogs from fashion to gossip to pets, has become a go-to location for today's woman. The pets' channel, sponsored by Nestle Purina, offers news and educational content about the health and welfare of our pets. Nestle Purina recently tagged popular blogger, social media consultant, and WME President, Yvonne DiVita, to participate as "the Purina Blogger" for this interactive blog channel.

"Studies show that women have a deeper connection with their pets," Yvonne says. "Because we're always eager to share with each other, it's natural for women to take that emotional bond to the net. The Shine Pets Channel is a perfect place for women to create relationships around their beloved cats and dogs."

DiVita's company, Windsor Media Enterprises (WME), is pet-friendly – with an open door policy on bringing pets to work. The company's focus on social media makes her a natural fit for the job of "Purina Blogger" on the Shine network. WME has been in charge of the [www.ScratchingsandSniffings.com](http://www.ScratchingsandSniffings.com) blog, sponsored by Purina, for going on three years. The company also manages and contributes to Purina's pet insurance blog, [www.purinacareblog.com](http://www.purinacareblog.com). The company works closely with Nestle Purina to provide educational content on health, welfare, nutrition, and basic care, as well as pet stories taken directly from the DiVita household.

"This was a natural fit," Yvonne says. "I've always fed my pets Purina diets, and used their cat litter products (we love Breeze cat litter), so taking our experiences as pet owners and Purina customers to the next level by participating in writing these blogs was a dream come true!"

The Shine opportunity is clearly a step in the right direction for pet owners, and for women who read Yvonne's marketing blog, [www.Lipsticking.com](http://www.Lipsticking.com), where she writes posts on how to reach the largest, most powerful group of shoppers online today – women! As with that blog, her writing in the Pet Channel on Shine is driven by the goal to create rich, topical content that serves to help pet owners (who are mostly women) understand Fido and Fluffy a little better, along with sharing entertaining videos and stories – her own and those sent in by readers. The Shine pet channel promises to be a worthwhile endeavor for Yvonne, WME, and Nestle Purina, to showcase pet health, education, and entertainment.

### **About Windsor Media Enterprises, LLC:**

Windsor Media Enterprises, LLC (WME) was founded by Yvonne DiVita in 2004 as a new media publishing company. WME specializes in social media services and Publishing 3.0 – from print to digital, in all formats. Located in Rochester, NY, WME works with small to mid-sized businesses, organizations, and solopreneurs interested in tapping into social media and Publishing 3.0 to gain a competitive advantage in today's rapidly changing digital world.