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How Do Women Feel About Housework?
New Survey Probes Women's Attitudes Toward Cleaning

ATLANTA— Much has changed in the past year: the current economic environment, innovations in green cleaning and the spread of new infectious diseases. Have these changes affected women's attitudes toward housework?

That's the question being asked by Maid Brigade and the purpose of a new joint research venture between the top-ranking green cleaning service and Mom Corps, the pioneer and leader of the flexible employment market. Launching this week, the new survey is designed to compare and contrast recent changes in the attitudes and behaviors of women with past survey results.

The survey, targeted particularly towards working mothers, will be available online via www.maidbrigade.com/momcorps. All survey participants will be entered to win a FREE housecleaning valued at \$250 from the professionals at Maid Brigade.

Maid Brigade and Mom Corps originally formed an alliance in 2009 to collaboratively help women improve their quality of life. A survey conducted at the time found that one in four women rely on a regular cleaning service or independent housekeeper to save time. Of these women, 98 percent believed having cleaning help provided them with better work/life balance.

The original study findings, as well as survey methodology, are available to the public at www.maidbrigade.com/momcorps.

About Maid Brigade

Headquartered in Atlanta, Maid Brigade is a North American housecleaning service with more than 400 franchised service areas operating in the U.S. and Canada. Established in 1979, Maid Brigade is the industry leader in green cleaning practices and has a longstanding legacy of providing quality customer service and consistent and thorough cleaning using the most advanced techniques and equipment. In 2007 Maid Brigade implemented a system-wide Green Clean Certified® and consumer advocacy program in response to reports from the Environmental Protection Agency linking chemicals in traditional cleaning products to a wide range of health risks. For more information on green cleaning, visit www.maidbrigade.com or call 770-551-9630.

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About Mom Corps

Mom Corps is a premier staffing solution that supplies companies top-tier, experienced professionals “on demand” to meet their business needs and cycles. Mom Corps candidates are able to maintain flexibility while continuing to pursue their professional careers. Founded in 2005 by Harvard MBA and mother of two, Allison Karl O’Kelly, Mom Corps has partnered with some of the nation’s most prestigious corporations including KPMG, Home Depot, Wachovia, and General Electric. Mom Corps operates nationwide in 13 franchised markets and through an online job board. Mom Corps offers franchise opportunities in select areas and full service staffing in Atlanta, Charlotte, Philadelphia, New York City, Los Angeles, Dallas, Akron, Cincinnati, Austin, Seattle, Boston, Northern VA, and Northern MA/Southern NH. For more information log on to www.momcorps.com.

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