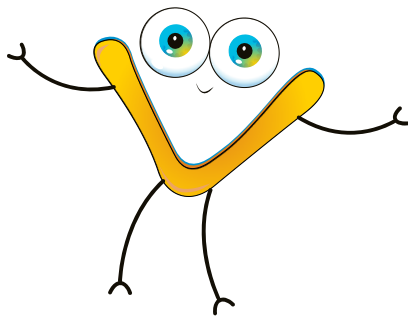


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NEW WEBSITE LAUNCHED TO PROVIDE VALUABLE RESOURCES AND SUPPORT TO THE BOOMERANG GENERATION



The Boomeranger

ATLANTA, May 19, 2010 – TheBoomeranger.com, a new website keenly focused on pooling the talents and resources of more “seasoned” boomerangers and to provide information that will assist them in achieving their career goals and objectives, launched today in Atlanta, Ga. Founder and CEO, April Fresh started the blog community to connect and to discuss her experiences with others who can relate, due to similar experiences.

With tag lines such as “Go Forth & Be A Proud Boomeranger” and “Downsized By Popular Demand,” this website is sure to inspire. Fresh suggests the goal of the community is to share information and advice to those recently laid-off, while providing collective support for “Gen-X’ers” and “Gen-Y’ers” to use the current economic environment as an opportunity to more carefully consider career options, whether it is a path to entrepreneurship or not.

So, [what is a boomeranger?](#) According to the website, a boomeranger is someone who has either returned to an earlier, more modest lifestyle or has simply moved back home with parents and other loved ones, in response to the extended economic recession. According to a recent Pew Research Center survey, 13% of parents with grown children say one of their adult sons or daughters has moved back home within the past year.

“My hope is to establish communities and networks of boomerangers that come together and support one another, where the catalyst is not just shared experiences but also common interests,” said Fresh. “The concept came to me after my husband was laid off more than a year ago. As a work-at-home mom, I felt like I got laid off as well. So with national unemployment at record levels and no clear job prospects in the foreseeable future, why not start a business?”

After Fresh’s husband was laid off from his corporate finance job, the family moved from Connecticut to Atlanta to move in with her in-laws, in order to stretch their finances. “It’s been a challenge to return home with three children and no job prospects, but it is not one that is insurmountable,” said Fresh.

Fresh believes that the challenges and opportunities presented during this period will ultimately lead to “dozens” of new company starts and encourage others to pursue careers, not just jobs. “Times like these are when our country proves its resilience most. New small businesses will eventually become the foundation of an emerging middle-market that will initiate real economy recovery,” she adds.

On the site’s page [The Boomeranger Movement](#), she optimistically states, “Five to ten years from now, we will observe hundreds of newly formed companies thriving. Then, we will all look back at this period and acknowledge those of us who found the “glass half full” and exploited our talents to create our own financial security”.

As part of the company’s [Boomeranger Project](#), TheBoomeranger.com will commit (5%) five-percent of its gross proceeds from the sale of [limited edition designer t-shirts](#) to provide grants for boomerangers seeking the path of entrepreneurship. With these grants, Fresh hopes to encourage other boomerangers to start small businesses that will create new jobs for themselves and others. Pink “Slipped” is the first of six t-shirts to be released this year.

For additional information about the company and The Boomeranger Movement, visit www.theboomeranger.com.

To purchase a 2010 Limited Edition Designer Pink “Slipped” T-shirt, visit www.theboomeranger.com/shop. The purchase of a t-shirt will immediately qualify you to apply for start-up capital from The Boomeranger Project.

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