

FOR IMMEDIATE RELEASE

Contact:

Deb Discenza
PremieWorld, LLC
703-678-3922 – Phone
deb@premieworld.com

BURKE, VA. August 1, 2009. Following their previous successes, the multi-award winning Writer/Director of *little man* Nicole Conn and *Premie Magazine*'s Founder and Publisher Deb Discenza have teamed up to create a new connection to the Premie parent and professional community with their new firm, PremieWorld, LLC.

Their first co-venture is a must-have survival guide for parents in the Neonatal Intensive Care Unit (NICU). *The Premie Parent's Survival Guide, (How to Maintain Your Sanity & Create a New Normal)* "should be handed out to every premie parent in the NICU," remarks renowned Neonatologist, Dr. Alan Spitzer, M.D., the medical expert for Conn's and Discenza's unique and heartfelt guide.

"We have found that many families feel increasingly lost not only in the NICU but also after discharge," notes Deb Discenza. "There is a strong need to create tools that will empower families and educate professionals."

Partner Nicole Conn agrees. "The NICU, your child's complications, and life as you know it all throw you a curveball and it changes everything," comments Conn. "It is important that families know that they are not alone and that there are tools and resources for them along the way from the NICU into the rest of their child's life. It is not the end of life, it is a new beginning."

Both Conn and Discenza know all too well the different life that occurs with a baby born prematurely. As parents of premies born at 1 pound and just under 3 pounds respectively, their stories cross the spectrum of the challenges that arise early on and even continue well into the school years.

"Collectively our business, community and personal knowledge allows us to provide materials to this community that are unique and most importantly, useful," comments, Discenza.

PremieWorld, LLC has a website at www.PremieWorld.com with resources and an online store. Their book, *The Premie Parent's Survival Guide to the NICU: How to Maintain Your Sanity & Create a New Normal*, is due out in Fall, 2009.

#####