

## **Bathroom Blogfest 2009 Draws 20 Bloggers To Focus On Recession & Cleanliness In Overlooked Spaces**

*The 4th annual Bathroom Blogfest brings together 20 bloggers from the U.S., Canada, UK and India who will post about the bathroom experience via the theme: "Flush the Recession & Plunge Into Forgotten Spaces" between October 26 and 28, 2009.*

**Oct. 19, 2009** - [PRLog](#) -- Kinnelon, NJ – The 2009 Bathroom Blogfest, now in its fourth year, brings together 20 bloggers from the U.S., Canada, the UK and India who will post at least once on some aspect of the theme: "Flush the Recession and Plunge Into Forgotten Spaces." A blogfest gathers writers who direct their posts around a single subject while making the subject relevant to their readers. Between October 26 and 28, these experts in marketing, customer experience and service, public relations, library sciences, life, retail—toilets and bathrooms—will call attention to improving the overall bathroom experience.

"Kaboom, the Blogfest's first sponsor, will play a part in some of the blogs," said Christine Whittemore, who manages the Blogfest. "The brand is adventuresome and innovative, volunteering to take its chances with this social networking experience," said the chief simplifier of Simple Marketing Now, Kinnelon, N.J. "Kaboom has sent its cleaning products to nine writers whom we expect to report on their findings. Some may also add Kaboom giveaways/contests to their coverage." Information about the products reviewed and given away as prizes can be found at <http://www.BathroomBlogfestDeal.com>.

Along with a sponsor, Whittemore added to this year's initiative a Facebook Fan Page and way to keep up via Twitter: <http://www.facebook.com/pages/Bathroom-Blogfest/124443309...> and @BathroomBlogfes, respectively. In addition, to monitor the conversation, photos and posts, look for the tag "#ladiesrooms09" on flickr, del.icio.us, Technorati, Twitter and Google.

The Bathroom Blogfest began in 2006 as the brainchild of Stephanie Weaver, Experienceology author and consultant, and Susan Abbott, a business consultant and consumer researcher in Toronto. "They wanted to generate awareness for bloggers passionate about the customer experience at a time when blogging was more experimental. The Bathroom Blogfest created a forum for focusing on spaces that are not a subject of conversation, which they should be," added Whittemore.

Whittemore believes that today's bloggers do it because it's fun and they feel strongly about sharing their ideas for better bathroom experiences. She observes that retailers ignore the bathroom as a possible selling space and that most ignore it altogether. One of the bloggers added that it's a way for her to potentially create more impact than she might with a single post while it introduces her readers to both a new subject and community of bloggers.

For more information about the blogfest visit <http://www.bathroomblogfest.com/> or contact Whittemore at [cbwhittemore@SimpleMarketingNow.com](mailto:cbwhittemore@SimpleMarketingNow.com). For information about Kaboom, visit <http://KaboomKaboom.com>.

Participating bloggers for the Bathroom Blogfest '09 include:

- Susan Abbott at Customer Experience Crossroads <http://www.customercrossroads.com>
- Reshma Anand at Qualitative Research Blog <http://onqualitativeresearch.blogspot.com/>
- Shannon Bilby at From the Floors Up <http://fromthefloorsup.com/>
- Shannon Bilby and Brad Millner at My Big Bob's Blog <http://blog.mybigbobs.com/>
- Laurence Borel at Blog Till You Drop <http://www.laurenceborel.com/>

- Jeanne Byington at The Importance of Earnest Service <http://blog.jmbyington.com/>
- Becky Carroll at Customers Rock! <http://www.customersrock.net;>
- Leslie Clagett at KB Culture [www.kbculture.blogspot.com](http://www.kbculture.blogspot.com)
- Katie Clark at Practical Katie [http://practicalkatie.blogspot.com/;](http://practicalkatie.blogspot.com/)
- Iris Shreve Garrott at Checking In and Checking Out [http://circulating.wordpress.com/;](http://circulating.wordpress.com/)
- Julie at Julie's Cleaning Secrets Blog <http://cleaningsecrets.greatcleaners.com/>
- Marianna Hayes at Results Revolution <http://www.resultsrevolution.com>
- Maria Palma at People To People Service <http://www.people2peopleservice.com/>
- Professor Toilet at Professor Toilet's Blog <http://www.professortoilet.com/>
- David Reich at My 2 Cents <http://reichcomm.typepad.com/>
- Bethany Richmond at The Carpet and Rug Institute Blog <http://www.carpet-and-rug-institute-blog.com>
- Carolyn Townes at Becoming a Woman of Purpose <http://spiritwomen.blogspot.com>
- Stephanie Weaver at Experienceology <http://experienceology.blogspot.com;>
- C.B. Whittemore at Flooring The Consumer <http://flooringtheconsumer.blogspot.com> and Simple Marketing Blog <http://www.SimpleMarketingBlog.com>
- Linda Wright at Lindaloo.com: Build Better Business with Better Bathrooms <http://lindaloo.com/>

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#### About Kaboom

Kaboom is a trademark of Church & Dwight, which manufactures and markets personal care, household and specialty products under the Arm & Hammer and Kaboom brand names, as well as other well-known trademarks. For more information, please visit <http://www.GreatCleaners.com>

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About Simple Marketing Now LLC: Simple Marketing Now is a marketing communications consultancy that provides organizations with the right combination of traditional marketing and new and digital tools to improve the customer experience and build brand. Visit <http://SimpleMarketingNow.com> for more information.

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