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**Women Concerned About Health Risks Yet Lack Knowledge to Promote
Wellness in the Home, According to New Survey**

*Maid Brigade Releases Educational Video on How to Use Green Cleaning as a
Defense Against Asthma and Allergies*

ATLANTA—Roughly half of women worry about cross-contamination of germs when cleaning and lack confidence that their home is sanitary, according to a new survey conducted by Maid Brigade and Mom Corps. Despite elevated concerns about the safety and health of their home environments and the recent Environmental Protection Agency (EPA) warning that indoor environments are two to five times more polluted than the outdoors, only 27.8 percent of total respondents say a ‘healthy safe environment’ is their primary motivator for [house cleaning](#).

According to the American College of Allergy, Asthma and Immunology, about 20 percent of the U.S. population suffers from allergies and asthma and their conditions are exacerbated by the tiny dry particles floating around in the home. The natural response to this is to clean, but unfortunately some of the products used to rid homes of allergens contain irritating ingredients themselves.

“Asthma and allergy season is inside people’s homes every day of the year,” comments Marie Stegner, consumer health advocate for Maid Brigade. “The data suggests consumers may not view the inside of the home as an exposure point for sickness, allergies, or health risks.”

To help consumers become aware of invisible indoor air triggers that can cause potential health risks like asthma and allergies, Maid Brigade has released an [educational video](#) to show how green cleaning can help improve indoor environments. The video explains how to reduce the impact of allergens in the home including combating dust mites, mold, and pet dander and eliminating the detriments to household air quality that chemical fumes from cleaning products and spray air fresheners can also present.

The recent survey also shows that there is a lack of understanding regarding the effect many chemical-based cleaning supplies and ordinary cleaning equipment can have on family health including causing asthma and allergy attacks. Less than one in three women surveyed understand proper disinfection cleaning methods.

One in three survey respondents say they use outside cleaning help, an increase from 25 percent in 2009, to provide a better sense of balance and improve their quality of life. Most of the women surveyed who use [local house cleaning services](#) feel that the service is a necessity rather than an indulgence as they feel more time starved and burdened with their multiple roles than ever before. Seventy two percent of women also feel they work a 'second shift' when it comes to the number of hours they spend cleaning their homes.

More than 1,000 women between the ages of 25 and 64 were polled in the Maid Brigade and Mom Corps survey that probes women's attitudes about housework, infectious disease and 'doing it all well.' The two companies formed an alliance in 2009 to help women improve their quality of life. To view the companies' 2011 study findings, as well as survey methodology, visit maidbrigade.com/momcorps.

About Maid Brigade

With more than 25 years of experience, Maid Brigade is the national leader in green cleaning practices and has a longstanding legacy of offering the latest in maid services and technologies. The company is the first and only Green Clean Certified® cleaning services franchise that implements a certification program for green house cleaning so customers know that they're getting a green cleaning that is safe and truly green. For more information visit maidbrigade.com.

About Mom Corps

Mom Corps is a leading, rapidly growing national staffing and search firm with 15 franchise offices located throughout major cities in the United States. Mom Corps matches companies that value the use of flexible talent in their overall staffing mix with top-tier, experienced professionals -- many of whom are working mothers -- not found through traditional employment channels. Mom Corps works with many of the nation's leading Fortune 500 companies, small to mid-size businesses, academic institutions, and non-profits to find qualified candidates for flexible positions that include part-time, full-time flex, contract and temporary work arrangements. For more information visit momcorps.com.

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