Award Winning Author Launches New Sports Social Media Site for “Divas”

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Charlotte, NC (RPRN) 10/18/11 — Where Beauty and Brains Meet Sports

Monique Gilmore Scott, award winning author (BET Books/Arabesque) and radio announcer, recently launched www.DivasTalkSports.com, a social media website designed to connect female sports lovers.

According to Nielsen, women watch NFL football more than any other sport on T.V. And, not just during the Super Bowl! Over the past decade, the NFL’s increased focus on the female market, as evidenced by targeted coaching clinics, outreach programs and women’s apparel, has clearly been successful. One of the more popular female driven NFL campaigns has been the team and player participation during breast cancer awareness month. Most NFL viewers have taken notice of the pink accents displayed on Sunday and Monday night football. While football is certainly the favourite sport among females today, many enjoy basketball, baseball, and soccer as well.

DivasTalkSports.com offers an online platform for women to share

information, resources, experience and knowledge about sports within a secure, female focused environment.

With the rise of popular social networking sites such as Facebook, more and more people are searching for online communities comprised of people who share common interests and hobbies. While many are attracted to large social networking platforms, the recent trend has placed focus on niche sites designed to cater to a specific hobby or interest. Focused groups of like-minded individuals enable more intimate conversations to occur, deeper relationships to be developed and for true information sharing to take place.

“Believe it or not, not everyone wants to communicate on Facebook! DivasTalkSports.com provides an online community for women who love sports as spectators and/or athletes to share recipes for success, to discuss “hot” relationship topics, to highlight top high school athletes and to build a global network of like minded women,” says Gilmore.

Monique Gilmore Scott’s passion for sports began at an early age, and has followed her throughout adulthood. Monique has spent the past four years on-air, as a radio announcer in Charlotte, sharing her passion for both gospel and sports with her local audience. In an effort to share her passion with others, she created DivasTalkSports.com.

If you are a diva and sports lover, Gilmore’s new website www.DivasTalkSports.com will soon become your new home for everything sports!

About Divas Talk Sports

Divas Talk Sports was created by Monique Gilmore Scott, award winning author and radio host, based in Charlotte, NC. This social media site was produced to provide an outlet for female sports lovers around the world to share their thoughts, experiences, and wisdom with like minded women. For more information, please visit www.DivasTalkSports.com.

Media Contact Name: Monique Scott

Media E-mail: media@divastalksports.com
Media Phone: 980-225-5311
Media Web Address: www.divastalksports.com

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