

# LIFE OF A GINGER



*It's not just a hair color, it's a state of mind.*

## ABOUT KATE

Writer | Wife | Mom | Foodie



Kate Kelly is an over-caffeinated, work from home mom with five smart, amazing, strong-willed kids,

4 dogs, an eastern box turtle, a Russian Tortoise, a bearded dragon, and a husband of over 24 yrs.

In her spare time, Kate enjoys traveling the globe, sampling fine cuisine, and volunteering for charity events. Because she has no spare time, she instead manages an occasional trip through the drive-thru (which counts as travel and dining) and "volunteering" to chauffeur her girls to their activities.

An avid reader, Kate carries her iPhone loaded with the Kindle app with her at all times so that she can read at stoplights, in waiting rooms, and when she is stuck waiting in the car for her kids, because she doesn't have time to read when she is home.

## WORK WITH KATE!

Brand Ambassador, Sponsored Posts, Social Media Promotions, Public Appearances, Giveaways, and Reviews

(rates available upon request)

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## ABOUT THE BLOG

Kate Kelly created Life as a Ginger (formerly My Mommy Brain) in 2008 as a platform to share with her family and friends the misadventures of a work-from-home mom with an infant that never slept. Kate's posts gained popularity with other moms and she decided to start sharing more stories with her fans.

Follow along as Kate tries to navigate her way through life as a food-obsessed, introverted extrovert, entrepreneur, and travel enthusiast that rarely gets to travel—aside from the grocery store and events her kids are involved in.

Kate enjoys sharing her interests, experiences, and love of family, food, and fun.

Through her blog, Kate hopes to inspire others to experience new foods, drinks, and adventures, laugh at themselves, and enjoy their life & family to the fullest.

## SOCIAL STATS

- 2.5k** Pageviews/month
- 2.1k** Unique visitors/month
- 9k** Instagram Followers
- 3.9k** Twitter Followers
- 2.9k** Facebook Fans
- 10.2k** Pinterest Monthly Views
- 1.8k** Email Subscribers

## DEMOGRAPHICS



**Age** 25-44, 50%

**South** 45.5%

**Midwest** 17.3%

**Northeast** 14.1%

**Pacific Coast** 9.4%

**West** 5.9%

**FEATURED IN:** [10 NC Lifestyle Bloggers You Need To Know](#)  
[Greensboro Lifestyle Magazine](#)

## NC FOOD BLOGGER GROCERY CHALLENGE RECIPE WINNER

[Pomegranate Chicken with Halloumi Cheese, Tomatoes, & Peppers](#)

## PRAISE



*"Your post on our digital journal has been the most viewed story from 11/30 to the present. Plus, readers have spent an average of 2 minutes, 17 seconds reading your post where our site's average is 1 minutes 24 seconds. Woot! Woot!" -*

Maria Fruci, Manager of External Communications, BJ's Wholesale