

A close-up portrait of Michele Atwood, a woman with long, wavy blonde hair, smiling slightly. She is wearing a blue and white striped top. The background is a soft, out-of-focus light color.

MEDIA KIT

Michele Atwood

2018-2019

michele Atwood

Who is Michele?

Just a small town girl, living in a blogger world; she took the midnight train going straight to Main Street U.S.A..

Michele Atwood, author, journalist, businesswoman, and CEO of The Main Street Mouse (TMSM) and Lost Princess Apparel has been a force to be reckoned with in the Disney media community for almost a decade. She bravely took a leap of faith, left her tower, and moved her family from Michigan to Orlando to chase her Disney dreams. Through hard work, perseverance, and journalistic integrity she has become one of the top female Disney bloggers breaking through the "boys club", as well as a successful published author sharing her journey, providing hope, and inspiring thousands through her relatable story. Michele has been sought out by local radio stations to cover Disney news, and is now establishing herself as a motivational speaker, spreading the message that anything is possible if you work hard, be kind, and follow your dreams, especially for women from all walks of life.



WALT DISNEY World®



AUTHOR



ENTREPRENEUR



MOTIVATOR

michele Atwood

Qualifications

Michele is an accomplished media presence having built The Main Street Mouse, a community for Disney fans, from the ground up in 2008. Michele organically grew her reach, and by 2012 the site had expanded to include Disney articles with a personal touch, and breaking news. To meet the fan demand she created a spin-off group called TMSM Fan Nation, which serves as a place for members to share their Disney memories, and personalized profiles with immediate access to Michele.

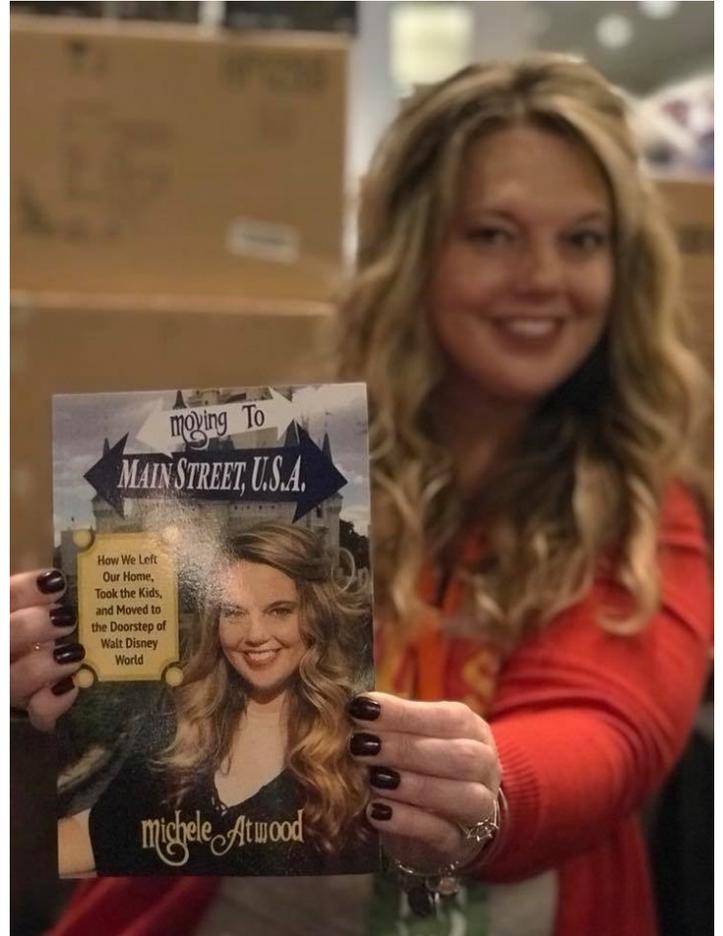
Between the site and the Fan Nation, Michele has amassed close to 400K followers, and is one of the few females on Disney's media list for access to the latest and greatest in Disney developments.



Michele's book, *Moving to Main Street U.S.A.*, was #1 on the Amazon best seller list for several months, and she has been asked to attend various conventions to meet fans across the United States and share her story.

Michele was also a key contributor to the Orlando Sentinel's Emmy Nominated series 'Summer Tourism Preview', and she has been a guest on various Disney podcasts.

Her "girl power" attitude is contagious, but as a mom of two boys, she knows what it takes to achieve success by pursuing her passions and maintaining balance. She hopes to share her experiences and insight with others through speaking engagements, her social media channels, and TMSM's blog; which is already a go-to resource for Disney fans seeking real-time Disney news and advice on everything from the newest merchandise to V.I.P experiences.



Media Reach

Website Page Views: 300K per week

Facebook Page Likes: 400K

Facebook Page Follows: 378K

The Main Street Mouse Instagram: 36K

YouTube Subscribers: 2K

Facebook Live Reach: 10K — 15K viewers

As of August 2018

michele Atwood



About the Book

Fess up. If you could quit your job, pull your kids out of school, sell your house, and say goodbye to your friends, you'd move to the doorstep of Walt Disney World, in a heartbeat. But who can do that? Scott and Michele Atwood did. And in doing so they built a Disney business. Here's how!

From cold, snowy Michigan, Michele Atwood tried to run her popular Disney site, The Main Street Mouse. It wasn't easy. All the action was many hundreds of miles away, in Orlando. Her dream—her Disney dream—was to earn enough money from The Main Street Mouse to support her family. But from Michigan? No way.

So she shut down the site and got a real job. Except ... she didn't! If Disney couldn't come to her, she'd go to it.

She persuaded her husband, Scott, that it made perfect sense to pull up stakes and rent a house near Disney World, a house they'd never seen, and count on the website to pay the bills.

After some difficult times, Florida began to feel like home, and The Main Street Mouse became one of the biggest, most successful Disney fan sites in the world. And they blogged happily ever after!

The Atwoods' story is a real Disney dream come true.

michele Atwood

Interested in Having Michele Speak?

Michele's journey is so relatable, and she is such a warm presence, that her target audience is practically everyone she meets. Michele thrives off speaking and interacting with diverse audiences of all ages, having years of experience with followers of her adventures through The Main Street Mouse.

The message is simple, follow your dreams. Michele refreshingly acknowledges that the struggles are real and that life isn't always a fairy tale, but she is living proof of turning what seems like a big thunder mountain of problems into a castle of opportunities with a beautiful view of Main Street.

Check  Out
www.TheMainStreetMouse.com



themainstreetmouse



cindershella4



mainstreetmouse



michele_atwood

Pinterest: themainstmouse



themainstreetmouse.com

For speaking engagements, public relations, advertising, sponsorship or anything else pertaining to this media kit, please contact TMSM PR Managers:

Erika@themainstreetmouse.com

Scott@themainstreetmouse.com

Or Michele directly at:

Michele@themainstreetmouse.com