

# Disney adds 'mom blog' network Babble Media

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A car leaves from the main entrance to the Walt Disney Co. office and studio complex in Burbank, California in 2004. The Walt Disney Co. said Monday it has bought Babble Media, an online hub for parents featuring more than 200 "mom blogs."

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Disney did not announce a purchase price for the acquisition of the New York-based Babble Media.

"With more than 3.9 million mom blogs in the US alone, Disney Interactive recognizes and values the important and powerful role moms have taken on in new media," Disney Interactive [senior vice president](#) Brooke Chaffin said.

"We believe that Babble and Disney can harness the power of storytelling to inform, entertain and empower parents everywhere," Chaffin said in a statement.

Babble co-founders Rufus Griscom and Alisa Volkman said they "look forward to bringing together Babble's resonant voice and community with Disney's expansive family audience, wide range of content and multi-media platform."

Babble's bloggers publish daily posts on a variety of parenting topics such as pregnancy, child care, health, food and family activities.

The acquisition of Babble comes just a week after Disney Interactive and [YouTube](#) announced they were teaming up to produce an original [video series](#) and feature "family-friendly" Disney programming on the video-sharing site.

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