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## **ParentWatch Announces Shop&Give, the First Online Fundraising Program for the \$35B Child Care Industry**

### **Company's new B2B service to benefit child care businesses nationwide**

NEW YORK, NY, November 6, 2000 - ParentWatch(R), the industry leader in providing Live Internet Viewing (Video) and online child care services, today announced that it has launched Shop&Give, the first online fundraising program specifically for the child care industry. With Shop&Give, centers automatically receive cash contributions each time parents and staff purchase items online through the ParentWatch Web site.

"Online fundraising has been extremely successful among the K-12 age bracket, but until now, there have not been any online resources that help child care centers raise valuable funds," said Adam Aronson, Chairman and CEO of ParentWatch. "With Shop&Give, our network of child care providers nationwide now have an easy, free and effective way to raise money online."

Shop&Give enables participating child care centers to automatically receive cash contributions of up to 12 percent of the purchase price each time parents, staff and friends shop online for clothing, music and more through the ParentWatch Web site, at no additional cost to them. ParentWatch's Shop&Give partners include more than 100 leading vendors such as Priceline.com and Borders.com.

Shop&Give is absolutely free to ParentWatch's extensive network of child care centers throughout the U.S, and ParentWatch handles all administrative tasks and delivers checks to the centers on a quarterly basis. Centers may join ParentWatch's free Community Site and take advantage of Shop&Give and additional online services by visiting [www.parentwatch.com](http://www.parentwatch.com).

### **Addressing Industry Needs**

ParentWatch's online fundraising program is the first of a series of B2B services for the child care industry that the company will be rolling out within the next several months. These new services will enhance ParentWatch's core offerings including its Video service, which allows centers to keep parents connected with the children in their care,

and its Community Site, which enables center directors to use the Internet to keep parents updated on lunch menus, schedules and more.

"Our goal at ParentWatch is to improve the quality of child care in America," said Aronson. "To achieve this, we are continually developing new services that help child care centers increase revenues, save time and grow their businesses. By partnering with ParentWatch, centers can focus on what they do best: educating and caring for our children."

### **About ParentWatch**

ParentWatch provides the most comprehensive Internet solution for the \$35 billion child care industry. The company keeps families connected by allowing parents to view live video images of their children in child care and access center-specific information such as schedules, lunch menus and more through its Community Site. ParentWatch offers child care programs the services they need to grow their businesses, operate more efficiently and better communicate with parents and children. Chairman and CEO Adam Aronson founded ParentWatch in 1998 to enable parents to take a greater role in their children's care and schooling. ParentWatch is headquartered in New York, with offices in Silicon Valley.