



NURTURE MY CHILD HELPS AUSTIN FAMILIES FIND THE BEST CHILD CARE AND EARLY EDUCATION OPTIONS

Finding child care is stressful. The experts at Nurture My Child do all the legwork, so parents can make smart decisions.

October 5, 2009 – Austin, TX – Today founder and CEO Rebecca Cole launched Nurture My Child, an Austin-based consulting firm that guides families through each step of their child care and early education search process. Nurture My Child is unique in that the service provides customized care strategies for each family and their child. The company isn't pushing one school or type of care – each family is unique.

Any Austin family who has tried to get into preschool or infant care knows how hard it is to find availabilities—let alone a school that is the right fit for each child and family. The stress around school waiting lists, locating qualified nannies, and managing things like early drop off and after school care is enough to make parents throw up their hands.

The company was born from Rebecca's own struggle to find care for her children. "When I was pregnant with my daughter, I wished there was someone who could explain all of the types of childcare available," said Rebecca Cole, CEO of Nurture My Child. "The reality is that the search took hours and hours of research, phone calls and site visits to decide on the care option that would work best for my baby and my work schedule."

Rebecca points out, "After my son was born, our family's needs changed again. I found myself with 3 types of care: Montessori school for my daughter, a half-day program for my son and a part-time nanny for the afternoons. It was incredibly frustrating and time-consuming to piece everything together and find a solution that would work."

With 12 years under her belt as an engineer and manager at Freescale, Rebecca stepped off the corporate ladder to be certified as a child care trainer and to pour her passion into development of Nurture My Child.

As one client in Circle C described her experience with Nurture My Child, "You don't find this level of attention anymore. They came to my house and really got to know our family. They created the care profile we needed plus delivered amazing results."



HOW IT WORKS

Whether a family is looking for day care, family home care, nanny, mother's day out, preschool, after school care, Montessori or any combination of the above, Nurture My Child is here to help.

It all starts with an initial consultation. A personal child care consultant comes to visit the client in their home to meet and get a detailed understanding of the family's unique needs. During this meeting, the consultant works with the family to help identify their priorities concerning child care and to discuss each child's routine, interests, learning style and personality.

For families who aren't sure what types of child care options are available, a Nurture My Child personal child care consultant can explain the various types of care and preschool philosophies that might be a good fit for their child and their family. This way, families can review the pros and cons of each and the things that need to be considered when choosing care.

Then, Nurture My Child takes care of all the research, phone calls and information gathering. Nurture My Child has a comprehensive database on all licensed and registered facilities in Austin, TX, consisting of over 100 criteria upon which each child care and early education provider is assessed. Clients are presented with a binder of options that meet their needs, including customized information about availabilities and wait lists.

If Nurture My Child is helping a family find a nanny, the company screens each applicant thoroughly based on previous employment, interview skills, educational background and CPR/first aid certification – all before the client ever meets them.

When it comes time for the family to select the child care and early education option that best suits their needs, they can make the decision with all of the information in front of them.

CLIENTS & PARTNERS ARE ALREADY RAVING:

Before having a formal launch, Rebecca spent the last 8 months putting her business into action with delighted clients as well as local service providers. Here is just a little bit of what they have to say:

"I don't think there's anything else out there like this. Nurture My Child is truly about helping people think through the vast options versus thinking they are stuck. This is a



specific concern we are seeing with new moms going back to work. Having help gives them peace of mind in their selection. There's a priceless sense of calm in knowing you are empowered to make better choices for your family." – Kim Y., Austin-based OBGYN nurse

"In the real-estate world, the service Nurture My Child provides is absolutely priceless to families moving within Austin and from outside of the community to Austin. The level of trust, quality, business acumen, and results I've see make it very easy for me to recommend Rebecca to any family." – Randy H., McDaniel Properties

Early clients have this to say:

"Becoming a new mom is overwhelming in and of itself with all of the changes. Nurture My Child is a great resource of information to help families find the best care for their children. Rebecca was up-front about the types of child care available and the options that would work with my criteria (schedule, budget, etc). Nurture My Child did all of the legwork for me and talked me through the appropriate actions I should take to ensure I could return to work on schedule. I was at ease when it was time to make a decision that worked for my entire family." -- Kelly T., pregnant with 1st child

"Our family is very grateful to have been introduced to Nurture My Child. We thought we could tackle finding childcare on our own but were unsuccessful after several months. Luckily, Nurture My Child found the perfect fit for our family." -- Cheryl P. Nurse and mom of two

For more great references and to learn more, visit: www.nurturemychild.com

CONTACT: For press looking to learn more, please contact Kathleen Lucente at 512 217-6352 or Kathleen@redfancommunications.com

ABOUT NURTURE MY CHILD:

Headquartered in Austin, Texas, Nurture My Child helps families discover early care and education strategies that complement their life. Founded by Rebecca Cole, Nurture My Child launched in September 2009 with a number of happy clients already singing the company's praises. From preschool and mothers' day out to nanny and in-home care, Nurture My Child walks families through their options, providing customized research and recommendations to guide them to their ideal solution. The company also offers a corporate benefit package for companies wishing to help employees locate the best childcare. Learn more about pricing and packages at www.nurturemychild.com.