



NUTURE MY CHILD LAUNCHES CORPORATE FAMILY CARE OFFERING, EMPOWERING AUSTIN COMPANIES TO BETTER SUPPORT EMPLOYEES WITH CHILDREN

Austin Firm's New Corporate Benefits Offering Helps Businesses Take Stress Away from Employees Who May be Juggling Anything from Finding a Nanny, to Pre-school Applications to Afterschool Care

March 30, 2010 – Austin, TX – Today *Nurture My Child*, an Austin-based consulting firm that guides families through each step of their child care and early education search process, launched a Corporate Benefits Program. The new program is designed to help local companies better support employees in their search for affordable, customized child care and early education options.

Nurture My Child is also pleased to announce that LibreDigital has signed on as one of the first Austin firms to use its new corporate benefits offering.

"As a rapidly growing company, it is crucial for us to find and retain the best employees. *Nurture My Child* offers us a unique family care benefit. Their highly personalized, holistic approach to education and child care helps show our employees that we not only value them, but also their families. This was an extremely affordable and easy benefit to implement which has already begun making a positive impact," says Robert Alvarez, Chief Financial Officer at LibreDigital.

"As a human resources professional, I'm always thrilled when I find a service that lets our company stay on the cutting edge of benefits offerings. *Nurture My Child* is an extremely unique, valuable service, which allows our employees to confidently address and solve their child care needs and concerns with well-connected experts who are highly respected in the Austin community. We feel very fortunate to partner with *Nurture My Child* because of the peace of mind their service provides to our employees. This partnership is a win-win for everyone," said Amanda Patton, HR Generalist at LibreDigital.

Nurture My Child has a solid track record of guiding Austin families through each step of the child care and early education search process.

"Figuring out early child care and education options can be overwhelming, not to mention time consuming." said Rebecca Cole, CEO, *Nurture My Child*, "I'm a strong believer that no family should settle for less than their ideal scenario, when it comes to child care. I created *Nurture My Child* to help Austin families fully explore their options in a timely manner. Our new corporate family care offering is a natural fit for companies



looking to enhance their corporate culture and provide a meaningful, relevant benefits offering to employees.”

Families have a multitude of issues to consider when they evaluate the child care and early education options that best suit their needs. The stress around waiting lists, locating a qualified nanny, and managing early drop off and after school care is enough to make parents throw up their hands. By offering a program that supports work-life balance, parents have increased retention, reduced absenteeism and increased productivity and morale.

STRENGTHENING THE RELATIONSHIP BETWEEN COMPANIES & THEIR EMPLOYEES:

Now more than ever, companies are challenging employees to bring their very best to work. By alleviating stress and time-consuming leg-work associated with finding holistic early care and education solutions for the employee’s families, the *Nurture My Child* Corporate Benefits Program enables them to be more productive and focused on their work.

Nurture My Child assigns each family a personal child care consultant who provides support, guidance and child care solutions that empower your employees to make informed choices.

The personalized, professional approach ensures that the employee talks with the same child care consultant throughout the entire search process. The result is seamless, efficient and results in high-quality service delivery.

Initial Consultation:

A personal child care consultant meets with the client in their home to gain an understanding of the family’s unique needs. The consultant works with the family to help identify their priorities concerning child care and discuss each child’s routine, interests, learning style & personality.

Reference Guide:

Each client receives a Child Care Reference Guide that provides information specific to the type of care the family needs.

Research:

Nurture My Child takes care of all of the research, phone calls and information gathering. The company 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. For nannies, the company screens each applicant



thoroughly based on previous employment, interview skills, educational background, CPR/1st aid certification, and background checks.

Customized Family Child Care Package:

Clients are presented with a personalized package of options that meet their needs, including customized information about availabilities and waiting lists.

Facility Tours:

For an additional fee, *Nurture My Child* can schedule all facility tours for your employees. The family's personal child care consultant will pick them up and drive them to each facility to meet with the director, meet the teachers and tour the site.

COMPANY OPTIONS THAT WORK WITH THE CORPORATE BENEFITS BUDGET:

Nurture My Child's Corporate Benefits Program is extremely affordable and easy to implement. By providing several options to choose from, *Nurture My Child* can fit any company's budget. Here's how it works:

Set Fee: For a set monthly fee, any employee meeting program eligibility can receive *Nurture My Child* services, with no additional charges.

Share the Cost: *Nurture My Child* provides services to each employee who chooses to participate. You decide how much or how little you wish to subsidize the fees. This plan allows you to share the cost with your employees taking advantage of the program.

Non-Contributory Benefit: Any employee can utilize *Nurture My Child* services, but must pay all fees themselves.

With these options, companies are able to quickly and easily enroll. Once the program is implemented, employees will have access to *Nurture My Child's* services so that they can begin experiencing the peace of mind that comes with knowing they have the right high-quality care for their child(ren).

ABOUT NUTURE MY CHILD:

Headquartered in Austin, Texas, *Nurture My Child* helps families discover early childcare and education strategies that complement and simplify their lives. To learn more, visit: www.nuturemychild.com.