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Parents helping parents find kids' services

ParentNation, an online community website that harnesses the collective experiences of parents and caregivers, offers a powerful platform to help parents make more informed decisions about the vast array of children's local services and activities.

According to Scarsdale resident Renee Levine, co-founder and CEO, the inspiration came from her own frustration in searching for children's services.

"As with many parents, I was turning to multiple sources—friends, neighbors, other parents—when trying to find the right fit for my kids. I was also spending an incredible amount of time comparing the information I received. I realized, by harnessing all the recommendations, advice and experiences into one central location, parents could save precious time and make more confident decisions for their kids."

ParentNation members are empowered by the personal experiences shared through ratings and reviews of local children's services and activities, as well as by the connections they make with other members. Members can search for businesses and read and write reviews on everything from summer camps to pediatricians, children's salons to toy stores, party venues, kids' classes and more. The more reviews written, the more badges a member earns, giving them more credibility within the community.

Members can also connect with friends and people like them to see what they recommend, access special offers, connect on a deeper level within community forums and parenting blogs, and send instant messages to each other.

Individual membership is free. ParentNation businesses can build their brand and increase traffic and sales by establishing a profile page and connecting with parents locally and cost effectively.

Basic business membership is free and allows for a basic business profile. Pro business membership, which is fee-based, offers an enhanced profile, direct communication with members, the ability to build interest with special offers, a customized dashboard with analytics and more. As an incentive to join early, the Pro business monthly membership fee is being waived for businesses that sign up before December 31, 2016.

"We founded ParentNation with a genuine desire to help fellow moms, dads and caregivers. After all, we're in this together."

For more information visit: www.parentnation.com.