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ParentNation Is All About the Kids

Former Rye residents Josh and Renee Levine, who now live in Scarsdale, have launched ParentNation, an online parent web portal dedicated to local businesses and activities that cater to children.

The new platform enables parents to connect and communicate through ratings and reviews of local businesses, community forums, blogs, instant messaging and social media. Businesses and professional services are able to target, market to, and communicate with local parents. They can also build a business profile, monitor and respond directly to parents' reviews, build interest with special offers, and track results and activity through a sophisticated analytics dashboard.

Renee Levine said the inspiration for the new service came out of her own frustration in searching for children's services. "I was turning to multiple sources — friends, neighbors, other parents — when trying to find the right fit for my children. This took an enormous amount of time to compare information."

ParentNation members can read and write reviews of summer camps, pediatricians, toy stores, party venues, and classes. The more reviews members write, the more badges they earn, gaining them credibility within the community. Members can also connect with each other to compare ideas, and send instant messages to each other.

Parent and Basic business memberships are free. PRO business membership is fee-based and offers enhanced profiling and direct communication with members. The initial launch is focused on the tri-state area. Membership is available by visiting <http://www.parentnation.com>.