



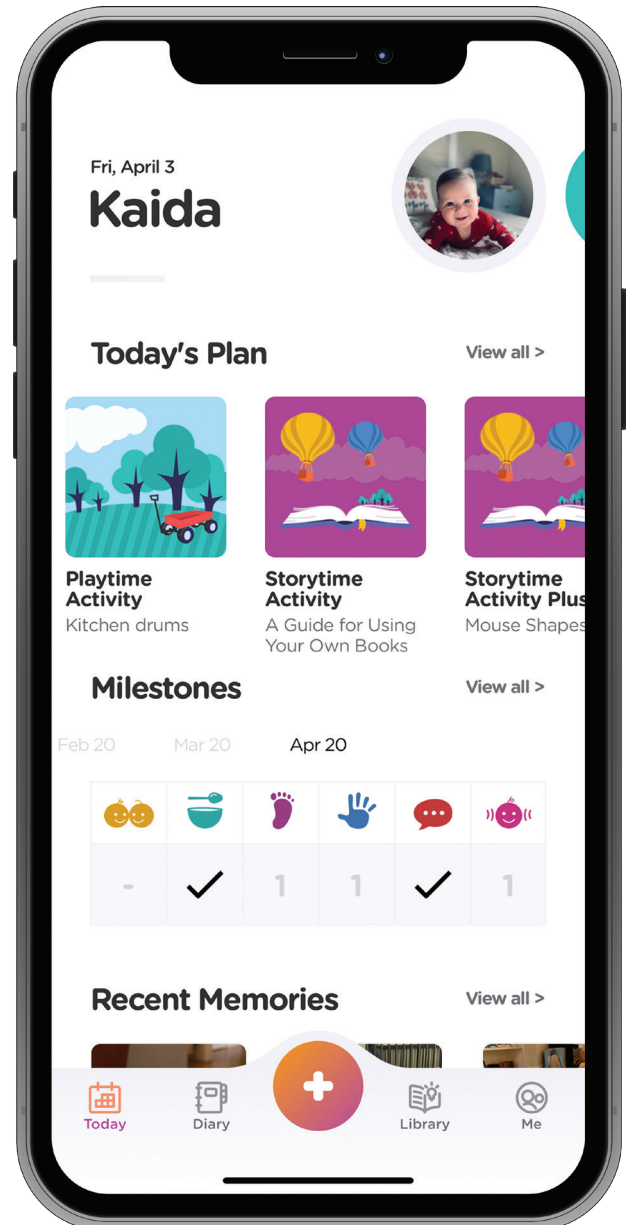
Introducing **ParentPal™**

An all-in-one personal parenting coaching app that drives effective family engagement.

ParentPal is a smartphone app designed to take the guesswork out of parenting. It provides a daily roadmap of activities and routines; trackers for milestones, sleep, growth, and health; and memory books for photos and videos. ParentPal expertly guides parents in nurturing their children's cognitive, social-emotional, and physical development.

Parenting is hard enough without parents feeling like they need to become child development experts—or organizational wizards mastering a hodgepodge of methods and apps to track feeding, growth, firsts, and health data.

ParentPal empowers parents on Day 1 and drives effective family engagement to pre-K and kindergarten. It was created to replace frantic Google searches and the worry about what's "normal" and what to do next... with confident engagement and research-based baby and child development guidance each day. It will also help professional caregivers work in a more informed and connected way with their families – so there is better consistency of engagement and information sharing between childcare center and home.



by  **Teaching Strategies®** in partnership with the founders of Baby Einstein

Teaching Strategies is the #1 provider of early childhood curriculum and developmental assessment in the country across private, public, and Head Start programs.

Baby Einstein was the leading baby media program in the country, introducing millions of babies to Mozart, Van Gogh and Shakespeare through much-loved music, books, and videos while delighting their parents.

ParentPal activities are fully aligned with Teaching Strategies' research-based objectives for development and learning.

ParentPal also incorporates the Ireton Child Development Review (CDR), a set of month-by-month, research-based milestones for birth to age 5 used by pediatricians.

Plus guidance of pediatricians and the guidelines of more than 20 national organizations,

Unmatched child development expertise & market-leading usability and engagement.

Features

- Daily recommended routines and experiences for each child
- Daily Diary of tracked progress and events
- Milestone tracking
- Sleep, health, and growth tracking
- Library of 2000+ research-based activities, milestones, and content
- Direct access to *Mighty Minutes*®
- WeeSchool™, an optional, structured curricular program
- Memory books
- Full app experience from birth to age 3; additional content and activities to age 5

For more information or to request a demo, visit [TeachingStrategies.com/ParentPal](https://www.teachingstrategies.com/ParentPal) or call **800.637.3652, option 6.**

