



Educational Provider

GEORGETOWN
UNIVERSITY
SCHOOL OF CONTINUING STUDIES

**PARENTING MAGAZINE ANNOUNCES \$20,000
MOM CONGRESS® SCHOOL TRANSFORMATION GRANT CONTEST
AT ANNUAL MOM CONGRESS ON EDUCATION AND LEARNING CONFERENCE
AT GEORGETOWN UNIVERSITY**

Washington, DC; April 12, 2011 – *Parenting* magazine today announced the launch of the Mom Congress® School Transformation Grant Contest, which will award one lucky winner a \$20,000 grant to provide educational resources to a school in need. *Parenting* announced the contest during the second-annual Mom Congress on Education and Learning conference at Georgetown University in Washington, D.C., a four-day event to celebrate and connect parents who have made a difference in the fight for better schools.

Entries for the School Transformation Grant contest will be submitted through Parenting.com/MomCongress, and will require a photo or video of the nominated school along with a 200-word essay on how the school would use the prize money. Site visitors will be able to view each entry and vote for the school they feel is most deserving. The school with the most votes by September 30, 2011 will win the \$20,000 grant courtesy of *Parenting*, and the winner will be unveiled this fall.

For the second year in a row, *Parenting* selected one outstanding mom from every state and the District of Columbia to win an all-expense paid trip to the Mom Congress on Education and Learning conference April 10-13, 2011, held on the campus of Georgetown University. The mom advocates joined **U.S. Secretary of Education Arne Duncan** for a discussion on the crucial role that parents play in helping to implement the national agenda for improving the country's school system.

"The Mom Congress School Transformation Grant Contest will put the power in the hands of parents to give their school the resources it needs to achieve success," said Greg Schumann, vice president, group publisher at The Parenting Group. "We're thrilled to have the opportunity to give back to the passionate mom advocates that have inspired Mom Congress, and we hope that our work to connect, celebrate and support their efforts to improve our schools will empower millions of parents to do the same."

"If children are to succeed in school and in life, parents have to be committed and engaged in supporting their children's education," said U.S. Secretary of Education Arne Duncan. "Parents are a child's first and most important teacher — and no other job has such an enduring influence on children. The remarkable moms recognized today have chosen both to support their own children and to advocate on behalf of America's kids. Their courage and commitment sets an example for all of us."

"We are excited to serve as the educational provider for Mom Congress for the second year in a row," said Robert L. Manuel, Associate Provost and Dean of the School of Continuing Studies at Georgetown University. "Georgetown will provide expertise to empower these mom advocates who are committed to making a difference in children's education."

Throughout their time at the conference, the Mom Congress delegates will work closely with *Parenting* editors to shape the magazine's editorial coverage to better inform and empower parents nationwide to get involved in their children's education. Faculty members from Georgetown University's School of

Continuing Studies – the Mom Congress educational provider – will also lead sessions during the event, and will offer scholarships for Mom Congress courses to 10 outstanding mom advocates per semester.

KinderCare, as a sponsor of the 2011 Mom Congress conference, will help raise the awareness of the critical role early childhood education plays in preparing young children for success in school through a panel discussion of leading experts and a breakout session with delegates led by Dr. Elanna Yalow, Mom Congress Advisory Board Member and Executive Vice President at Knowledge Universe, the parent company of KinderCare. During the event, KinderCare will also highlight the importance of early literacy by making a donation of 20 books for each delegate to a national reading organization, while also providing its “Today I Will Read a Book” guide to reading to all Mom Congress attendees.

For more information, visit Parenting.com/MomCongress. Become a fan of Parenting’s Mom Congress on Education and Learning on Facebook at www.facebook.com/MomCongress to receive access to exclusive member resources, discounts and education news updates.

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About The Parenting Group

The Parenting Group, home of the Parenting, Babytalk and Conceive brands, reaches moms over 15 million times every month through magazines, digital media, custom content, and events. TPG’s publications include: *Parenting* School Years, for moms with children in kindergarten through elementary school; *Parenting* Early Years, for moms of infants, toddlers and preschoolers; *Babytalk*, for new moms and moms-to-be; and *Conceive*, for women trying to get pregnant. TPG’s other media properties include: the *Babytalk Pregnancy Planner*; the Parenting.com and ConceiveOnline.com web sites; MomConnection®, a nationally-representative online research network; and a custom content unit. The Parenting Group is a division of Bonnier Corporation.

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