



For Immediate Release

Corporations Meet the Needs of Working Parents

New corporate program Parents At Work™ launches and signs on Borden Ladner Gervais LLP and Ernst & Young LLP

Toronto, September 27, 2004 - *mothering 'n more! inc.*, a Canadian company that provides parents with education, preparation and support, launches Parents At Work™, a new and innovative program that addresses the needs of busy, working parents.

"Finding a balance between a busy successful career and a family life is not easy," said Joanne Poljanowski, a senior partner at Borden Ladner Gervais LLP, Canada's third largest national law firm. "The *Parents At Work* program is a valuable resource that we can employ to support our professionals in seeking such balance. It's a win-win for the firm and working parents."

Parents at Work, also being introduced at accounting firm Ernst & Young LLP this fall, is an annual corporate program that brings the information and support busy parents need to the workplace. Expert speakers provide seminars to employees at their place of work on a variety of parenting and work-life balance topics, and all expecting or new mothers are invited to join prenatal and postnatal courses as part of the *Parents At Work* program.

Two of every three Canadian women with children are part of the employed work force, up from 39 per cent in 1976. (*"Women in Canada: Work Chapter Updates, 2003"*, Statistics Canada, Housing, Family and Social Statistics Division) The overwhelming majority of Canadian families have both parents working and they are feeling the burden of trying to do it all. "We created *Parents At Work* because more companies need to provide the tools and support that we parents need," said Aimée Israel, co-founder and CEO of *mothering 'n more! inc.* "The *Parents At Work* program is an innovative tool for companies that have been searching for an action-oriented way to support their working mothers and fathers."

Change is required in the workplace. As reported in *"Work-Life Balance in the New Millennium: A Status Report, October 2003"* by Linda Duxbury and Chris Higgins, jobs have become more stressful and less satisfying, and employees are less committed to their employer. *Parents At Work* benefits both the company and its employees by assisting in recruitment and retention, enhancing employee satisfaction and commitment and fostering internal support networks.

"Just knowing that others face the same challenges is important," commented Ken Kyriacou, Senior Tax Manager and father of two. Mr. Kyriacou leads the Toronto Ernst & Young Parenting Initiative. "Programs like *Parents At Work* are part of our people first culture at Ernst & Young. They make a difference."

mothering 'n more! inc.

"Think of us as a helping hand in all that you do."

mothering 'n more! inc. provides parents with the education, preparation and support they need. Programs are offered in convenient, comfortable settings in the community and in the workplace and address questions on everything from prenatal and postnatal matters, child development and discipline, family fitness and nutrition, work-life balance and stress management, education planning, family financial management, assessing nannies and daycares and more!

Parents At Work is *mothering 'n more! inc.*'s workplace offering.

Brought to you by *mothering 'n more! inc.*

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The Launch of Parents At Work

A celebratory and informative public launch of the Parents At Work program will be held at Verity (111 Queen Street East) on **Tuesday, September 28, 2004 (8:00 am breakfast; 8:30 am – 9:30 am speakers)**. Guest speakers will include the founders of *mothering 'n more! inc.* and the Parents At Work program as well as representatives from Borden Ladner Gervais LLP and Ernst & Young LLP. All speakers will be available for interviews; media are welcome to attend.

mothering 'n more! Media Contact:

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