



## NEWS RELEASE

### Give our children the valuable inheritance of positive parenting

*A new parenting community hub is launching this October to connect new parents and immigrant parents with a one-stop place for resources and knowledge*

**Toronto, June 22, 2017...** Canada is a country made up of a cultural mosaic of immigrants that is strengthened by the diversity they bring with them. Globally known as the desired land of immigration, Canada has been home to more than 17 million immigrants since 1867<sup>1</sup> and in 2016 alone Canada welcomed over 300,000 new comers to the country<sup>2</sup>.

However, immigrants and their children when settling into a new country face their life's greatest challenge. Immigrant parents' prime concerns are issues related to raising their children in a new and unfamiliar environment like maintaining cultural heritage, adjusting in school and cultural dynamics, living a healthy lifestyle, and accessing community and government resources. Through all these challenges, what binds every immigrant is one common goal; to be an effective parent and give their children the best.

In view of the challenges and big information gap, today at a media conference held at the Pride of Canada Carousel in Markham, a new parenting community hub called **ParentConnect™** was announced and its first event **Parenting Expo 2017** will be held on October 21 and 22 in the York Region. The event is expected to draw thousands of new parents and immigrant families in the GTA, York Region and neighbourhood regions.

"The ParentConnect™ platform is created with the objective to offer new and immigrant parents a collaborative hub to access resourceful information and links to service providers to guide them on providing their children with a positive upbringing through positive parenting," said Loretta Lam, Founder of ParentConnect™ ([www.ParentConnect.ca](http://www.ParentConnect.ca)).

Being an immigrant and a parent, Loretta echoes the stress that many parents face these days between raising a family and building a successful career. She strongly believes society can benefit from positive parenting and every parent can use a little help and resources from peers and experts.

In such community as the York Region, by 2031, 55% of the region's residents will be immigrants and 62% will be visible minorities<sup>3</sup>. With 72% of people living in Markham identified as a visible minority, almost 26% are between the ages of 20-39<sup>4</sup>. This cohort is likely buying their first homes and is starting families.



# Parenting Expo 2017

Positive Parenting • Positive Future

Many of these visible minorities are the 1.5 and second generation of immigrant families from the 70s and 80s. These millennials and Gen X, on the other hand, face intense challenges on raising their children and pursuing generational and cultural harmony between their parents' expectations and the culture they grew up in.

**Parenting Expo™ (www.parentingexpo.ca)** is Canada's first-of-its-kind community event designed to provide parents and parents-to-be with a unique opportunity to get to expert advice, ask questions they have been seeking answers for, attend interactive workshops, learn and share parenting techniques, and access private and public resources in the community ranging from healthy diet and lifestyle for moms and kids to schooling, staying active, child care, and child safety.

With over 50 exhibitors and 12 expert speakers from the private and public sectors, parents can equip themselves and give their child the valuable inheritance of a happy and healthy family through the power of positive parenting.

Parenting Expo is now accepting applications for sponsorship and exhibition. To date, event corporate and community partners confirmed include home furnishing company IKEA North York, The Remington Group, TD Wealth Private Wealth Management, Costco Wholesale Canada, Moksha Yoga Markham, Ontario College of Teachers, Yip's Music & Montessori School & Somerset Academy, York Region Public Health, St. John Ambulance York Region Branch, and York Regional Police.

## About Parenting Expo™

Parenting Expo™ is a parent community event, organized by ParentConnect™, aiming to provide parents and parents-to-be with a unique and convenient opportunity to explore and benefit from resources available in our community and to equip themselves with the knowledge to give their child the valuable inheritance of a happy and healthy family through the power of positive parenting.

Sharing the ideals and values of ParentConnect™, this exclusive annual event allows families to learn from experts on techniques in positive parenting, raising a healthy family, latest trends in products and services for growing families, and pursuing generational and cultural harmony within the family.

With customized programs offered in English, Cantonese and Mandarin in its first year to welcome the multicultural community, Parenting Expo™ is a one-stop hub for knowledge sharing, education and access to useful resources.



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## About ParentConnect™

ParentConnect™ is an initiative founded by a passionate immigrant parent to promote positive parenting and a better future society. Based on an informal focus group study by ParentConnect™, there is a huge information gap for new and immigrant parents to access the knowledge and resources they need to raise a family in an unfamiliar and time-stressed environment.

The objective of ParentConnect™ is to create a platform for free and convenient access for new and immigrant parent's ongoing collaborative communication and knowledge sharing. Parents can join the online community for free to receive news and educational resources all under one roof. In addition, they will also be invited to programs and activities to learn from experts on such topics as health, safety, lifestyle, education, and financial literacy. Parents can also network with other parents of diverse ethnic descent to share experiences and thoughts. Public and private sector service and product providers will be invited as partners to provide information, activities, samples, and discount programs.

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#### Sources:

<sup>1</sup> Statistics Canada 2016

<sup>2</sup> Government of Canada: Notice - Supplementary Information 2016 Immigration Levels Plan

<sup>3</sup> Community Portraits: Immigrants Living in York Region 2012

<sup>4</sup> Markham Demographics 2011 - Quick Facts