



NEWS RELEASE

First-of-its-kind Parenting Hub for New and Immigrant Parents Launched Today At Parenting Expo in Markham This Weekend

ParentConnect equips parents with positive parenting resources

Markham, October 21, 2017 — In an era of knowledge economy, people can google almost everything on the Internet. However, combing through so many sources can be confusing and tedious. Noticing a big gap of information for new and immigrant parents, a new not-for-profit parenting community hub is launched this weekend to fill these knowledge gaps with expert advice and practical resources, giving parents and parents-to-be much information under one platform.

The new hub ParentConnect™ is looking to serve the new and immigrant parents in Canada beginning its focus in York Region and Greater Toronto Area this year. New parents entering a new stage of life and immigrant parents being unfamiliar with the environment have many questions and challenges on parenting. According to the founder Loretta Lam, York Region has seen a tremendous population growth in recent years. Based on 2016 Census, more than 30 percent of York Region's 1.1 million population are immigrants. The number will certainly grow given by the fact that GTA is the most popular immigration destination of the country.

"Our mission is to promote positive parenting to help parents raise happy and healthy children," says Loretta Lam, Founder of ParentConnect™. "Based on our focus groups, we believe every parent can use a little help and resources from peers and experts. And our society can definitely benefit from a healthy and positive generation through positive parenting,"

To launch this initiative, ParentConnect™ has staged its first community event - the Parenting Expo 2017 to give a feel and look of what the parenting hub can offer parents. The event will be held on October 21 & 22 at Markham Event Centre, 95 Duffield Road in Markham between 10 am and 6 pm. Admission is \$8 per person and free for children under 12. ParentConnect's member can be admitted free.

"As a parent, I know just how rewarding it can be, but it can also be challenging at times," says Mayor Frank Scarpitti who is the guest of honour at the Expo. "We want the best for our children, we know it takes a village to raise a child and we are here to support you in the City of Markham. The first of its kind in Canada, Parenting Expo 2017 is the ultimate destination for parents, caregivers and children; reinforcing Markham's solid reputation as a great place to live, work and raise a family."



Parenting Expo 2017

Positive Parenting • Positive Future

Parenting Expo 2017 features around 40 exhibitors from public and private sectors showcasing their services and products. The event also has a packed schedule of 20 expert talks and interactive knowledge sessions in English, Cantonese and Mandarin languages. Specialists in such areas as child psychology, mother and baby nutrition, children's health and wellness, home security and safety, car seat clinic and infant CPR, pre-school and after school programs, youth financial literacy, Chinese medicine, etc. will be giving handy advice to parents at the Expo.

One of the highlights is a symposium on nurturing the potential of children. Two families with teenage children share their success stories on parenting. The girl of one family is a teenage entrepreneur who is running a successful shoes business. The boy of the other family is a hockey talent. His stick and skating skill videos have generated over 350K views on YouTube. They are examples of proven success when their parents embrace and nurture their potentials.

The new parenting hub has gathered support from the governments and the communities. Mayor Frank Scarpitti and his Markham councillors including Regional Councillor Nirmala Armstrong, Councillors Don Hamilton and Alan Ho joined today's opening ceremony of the Parenting Expo. Also attending as guests of honour were Member of Parliament for Markham-Thornhill Mary Ng and Member of Parliament for Markham-Unionville Bob Saroya.

The Expo anticipates 6000 attendees in the two days. IKEA North York, The Remington Group and TD Wealth are major corporate sponsors of the Expo. More information can be found on www.ParentingExpo.ca.

#ParentingExpoCa #ParentConnectCa

Instagram: @ParentingExpoCa

Facebook: Parenting Expo Canada

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.



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

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 parents' 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.

www.ParentConnect.ca

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