



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Brightside Academy Partners with Urban Health Plan's WIC Department and Deals Store to Donate New and Expecting Mothers Gift Bags

(Bronx, NY December 16, 2014) – Brightside Academy's 960 Intervale Avenue, Bronx location will be hosting a "Baby Shower" for new and expecting mothers in the community on Tuesday, December 30, 2014 from 10:00 a.m. – 12:00 noon.

Brightside Academy will partner with Urban Health Plan's WIC Department, and Deals, a Dollar Tree Company, to provide gift bags for over 20 families. Urban Health Plan will provide Enfamil milk and baby bottles to those in attendance of the event, while Deals will donate items such as bibs, shampoo, lotion, baby oil and coupons.

Urban Health Plan's WIC Department provides a variety of services for mothers, such as breastfeeding promotion and support, nutrition services and information, and immunization screenings and referrals. The department also offers programs focusing on healthy lifestyles and the importance of daily exercise.

"After childbirth, your body is recovering, and you're undoubtedly fatigued, and you need healthful foods to refuel your body. We want to educate these families on the importance of laying a foundation for healthy eating to maximize energy new moms will need," stated Penny Swift, Brightside Academy New York Regional Director. "Working with the WIC program at Urban Health Plan will help us support these new mothers and families."

Refreshments and games will be provided at the event. Families will be able to tour the Brightside Academy location and reserve an enrollment spot for children ages six-weeks- to 11-months-old.

Brightside Academy is proud to partner with these organizations to provide education and services to the Bronx families to strengthen the community.

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Brightside Academy is a leader in child care and early education that provides all families access to an excellent early educational experience. Brightside Academy operates academies in multiple cities in Pennsylvania, Ohio and New York. For more information, visit BrightsideAcademy.com. Like us on Facebook at facebook.com/brightsideacademy. Follow us on Twitter twitter.com/bsafamily.