



NEWS RELEASE

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Early Learning Center Offers Free Diapers and Wipes to Philadelphia Families

PHILADELPHIA (May 17, 2016) – In an effort to help families contend with the ever-increasing cost of raising a child, Brightside Academy is announcing the supply of free diapers and wipes for all infants and young toddlers enrolled in Brightside's 27 Philadelphia academies.

"Diapers are a necessity for young children and families-- and providing them for free releases our families from a costly burden, allowing them to spend the thousands of dollars each year ordinarily spent on diapers on other necessities," said Penny Swift, Divisional Vice President of Brightside Academy's Eastern Region.

According to Investopia.com, the cost of diapers and wipes for a year can cost up to \$1,100.00 for one child. This new program is designed to help families, who can now use those funds toward other crucial necessities, such as food and medicine.

"Diapers are an often a forgotten cost in raising children that are not covered in other programs meant for struggling families," Swift said. "This will be a cost savings for our families-- and alleviate other burdens, like having to travel far on public transport to get the cheapest diapers from big retailers or carrying diaper bags on public transportation."

The free diaper and wipes program was initially piloted at a few Philadelphia academies and has now been expanded to all Brightside Academies in the region. "Parents told us they were very excited and benefited greatly from this initiative, so we decided to expand the benefits to all of our Philadelphia families," Swift said.

Brightside Academy also continues to provide financial assistance to families who may not be able to afford quality education and care through its nationally recognized Pre-K Counts and Head Start programs. They also accept government subsidies such as Child Care Information Services (CCIS). These Philadelphia academies serve over 3,400 children 6 weeks old to 12 years old.

Families who are interested in enrolling their children to Brightside Academy can contact the company at [1-877-868-2273](tel:1-877-868-2273), visit <http://www.brightsideacademy.com>, or stop by a local academy for more information.

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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.