

Edenred Parent Hub community hits 10,000 working parents

/EINPresswire.com/ UK (submitpressrelease123.com - press release) [Edenred](#)'s new Parent Hub advice channel for working parents has now signed up a community of 10,000 working parents just four months after its launch.

Parent Hub is a free advice channel for working parents which is offered to users of its childcare voucher service.

In the months since the launch Edenred has built up content featuring practical advice from specialists on common childcare issues voted for by the community and a programme of parenting webinars available at lunchtimes and then on demand to allow parents to have access to advice on parenting issues when in suits them.

Andy Philpott, sales and marketing director for Edenred, said:

“When we launched Parent Hub last year we had two clear goals. For employers, we wanted to deliver something which added extra value alongside our childcare voucher service. For employees we wanted to give working parents the opportunity to shape the themes and content available so they could get the help they need with parenting issues.

To hit the milestone of 10,000 parents using the site so soon after its launch shows just how valuable the Parent Hub channel is to working parents – something which is supported by the quality of the feedback from employers and employees.

We looking forward to growing the reach and the scope of Parent Hub through 2013.”

ENDS

Notes to editors

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