

Spencer Hilligoss Launches ParentFlare Parenting Platform Following CNN Feature on Modern Fatherhood

New parenting platform offers real-time tools to help families manage everyday challenges, strengthen connection, and share the mental load at home.

SAN FRANCISCO, CA, UNITED STATES, March 3, 2026 /EINPresswire.com/ -- Spencer Hilligoss, a Bay Area entrepreneur recently featured in a [CNN Health](#) article exploring how couples are navigating the mental load of modern family life, has announced the launch of [ParentFlare](#), a new parenting platform designed to help families handle everyday challenges with greater confidence and connection.

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Parenting rarely breaks down during big milestones. It happens in small, unplanned moments when families feel overwhelmed. ParentFlare helps parents turn those moments into connection.”

Spencer Hilligoss

The [CNN article](#) examined how household responsibilities and invisible planning work impact relationships and family well-being. Hilligoss shared his own experience recognizing the imbalance that can develop over time and the role intentional partnership plays in building a

healthier family dynamic. That experience helped shape the vision behind ParentFlare.

“Parenting rarely breaks down during big milestones,” said Hilligoss. “It happens in the small, unplanned moments when you’re out of ideas or unsure what to say. ParentFlare is designed to help parents move from stress to connection in those moments.”

ParentFlare provides real-time support for parents through age-appropriate activity ideas, conversation guidance, and simple tools that help families respond to everyday situations such as schedule gaps, emotional meltdowns, or transitions at home. The platform focuses on practical, immediate solutions rather than long-term theory, helping parents stay engaged and present even during busy or stressful days.

Unlike traditional parenting resources that require extensive preparation, ParentFlare is built for spontaneity. Parents can quickly generate ideas tailored to their child’s age and situation, helping transform downtime or challenging moments into opportunities for connection.

The platform reflects Hilligoss's broader philosophy that modern parenting works best when responsibility is shared and communication is intentional. By making the often invisible mental load more visible and manageable, ParentFlare aims to support stronger partnerships and healthier family environments.

ParentFlare is currently available online, with both free and premium features designed to grow alongside families' needs.

Learn more at:

<https://www.parentflare.com>

CNN article:

<https://www.cnn.com/2026/02/07/health/closing-household-chores-gender-gap-wellness>

About Spencer Hilligoss

Spencer Hilligoss is a Bay Area entrepreneur focused on building tools that help families create stronger connections and more intentional daily routines. He was recently featured in CNN discussing modern fatherhood and the importance of shared partnership within families.

Jennifer Morimoto

Madisoninvesting.com

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Spencer Hilligoss CNN Feature

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