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MEDIA CONTACT

Caroline Cassidy
ARPR
caroline@arpr.co

With Over \$1 Million in Seed Capital, Kidslink Pioneers Family Management Marketplace with Debut at Type-A Parent Conference

The Ultimate Family Management Platform Sets Sights on Tech Savvy Moms

ATLANTA – Sept. 27, 2013 – On the heels of a successful pilot program at several prominent metro Atlanta preschools, family management app KidsLink announces its beta-launch on September 27, 2013 at the Type-A Parent Conference in Atlanta. A dashboard-style app that functions as a virtual filing cabinet for important family documents, events and milestones, KidsLink is designed for modern mothers to manage the infant through adolescent years of their children’s lives.

“Today’s moms have to track a mountain of paperwork for their family—from immunizations to field trip releases to sports physicals—because most institutions and organizations struggle with legacy systems,” says Chris Morocco, CEO of KidsLink. “KidsLink streamlines family organization to allow moms to focus on the business of being a mother, not an administrator.”

Through KidsLink, moms can import, aggregate and share important documents on their smart phone, tablet or desktop, rendering hard copy forms—like health insurance or immunization records—obsolete. In addition, KidsLink users also receive seasonal and developmental alerts and helpful prompts to visually capture major milestones and life events, such as first steps or the first day of school. Complete with social sharing capabilities and Facebook compatibility, KidsLink offers the connected mom the ability to then share important moments in their children’s life with their online community.

KidsLink is initially targeting distribution of its dashboard app via channels that parents already rely on today as trusted advisors, including hospitals, pediatricians, OB's and preschools, though users may access or install the beta app directly by visiting mykidslink.com.

To date, KidsLink has received over \$1 million in pre-launch funding from investors, including BLH Venture Partners led by Ashish Mistry. The company expects to close its Series A-1 round by the end of September. Enjoying rave reviews during preliminary testing and high conversion rates among parents with preschool-age children, KidsLink anticipates rapid adoption at the hospital, pediatrician, and early-education levels.

Moms as Leading Tech Adopters

Moms are not newcomers to the technological frontier. In fact, recent studies have shown that women are the [leading tech adopters](#) in internet and mobile phone usage as well as social networking. The modern mother not only embraces the benefits of technology, but she also harnesses it in all aspects of her life, including parenting. KidsLink enables connected moms to bypass the current outdated medical and milestone documentation tools and use technology to facilitate a new level of family organization.

In the week following the beta-launch at the Type-A Parent Conference, users will be able to access and/or install the app at www.mykidslink.com. The dashboard will be available to beta users on their desktops, tablets and mobile devices.

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About KidsLink

Headquartered in Atlanta, KidsLink is a family management tool designed for the savvy, connected mom to streamline her family's world. The secure dashboard provides a customized platform for aggregating essential documents and also alerts users to key developmental milestones and seasonal events. Loved by moms because it allows them to bypass the lack of technology at medical and educational institutions, KidsLink is the missing link in modern family organization.

For more information on KidsLink, like us on [Facebook](#), follow us on [Twitter](#) or visit <http://www.mykidslink.com/>.