



Parenting Magazine and National PTA Announce Strategic Partnership

The Parenting Group will support PTA's education advocacy efforts through co-branded content in *Parenting School Years*, sponsorship of PTA's Reflections Program, and *Parenting's* Mom Congress on Education and Learning initiative

New York, NY and Chicago, IL (October 14, 2009) – Bonnier Corp.'s Parenting Group, publisher of *Parenting* and *Babytalk* magazines, and National PTA, the country's largest child advocacy organization, today announced a strategic alliance that will connect the two organizations in the common goal of giving parents the resources they need to help children get the most out of their educations. *Parenting*, which launched *Parenting School Years* earlier this year to help moms deal with the complex issues families face once their children start school, will work with PTA to create co-branded content in the magazine, on Parenting.com and on PTA.org that will give parents easy ways to work towards improving our nation's schools and their children's educational experiences.

Parenting will also serve as the national media sponsor of PTA's Reflections Program, the largest student arts competition in the country, and will feature the program in *Parenting School Years* and online at Parenting.com throughout the year. Reflections, celebrating its 40th anniversary this year, is highlighted in *Parenting School Years'* special report on arts education in the November issue, and through online photo galleries on Parenting.com (Parenting.com/PTA) that feature a selection of Reflections artwork from the nearly 500,000 entries received last year.

Driven by the ever-increasing role parents play in influencing positive change in education, *Parenting* magazine recently introduced its own advocacy initiative, Mom Congress™ on Education and Learning, a prosocial platform to celebrate and connect moms fighting for better schools. Byron V. Garrett, CEO of National PTA, sits on the Mom Congress advisory board, a group of education and family advocacy leaders who help shape the initiative's objectives and guide its members with advice on how they can make a difference. PTA programs and news will be featured regularly on Parenting.com/momcongress, in bi-weekly Mom Congress e-newsletters, and through outreach to Mom Congress' 10,000+ members.

For every PTA member who subscribes to *Parenting School Years*, The Parenting Group will also donate \$1 to National PTA to help support its advocacy efforts, and PTA will offer *Parenting* readers an exclusive membership discount as part of the partnership.

"*Parenting* is proud to support National PTA in its mission to get more parents involved in the education process," said Greg Schumann, Vice President and Group Publisher of The Parenting Group. "PTA's goals align perfectly with the objectives of *Parenting School Years* and our Mom Congress initiative – to empower moms with the information and resources they need to make a difference. We're honored to have the opportunity to join forces and connect our advertisers with such an esteemed organization to tackle an issue of critical importance in our readers' lives." Schumann will serve on the National PTA advisory board, where he will be part of a team that provides counsel and guidance to PTA leadership, and work towards heightening the organization's awareness and capacity to broaden its funding scope.

“National PTA prides itself on being a relevant resource for today’s parents so that all children reach their full potential. That’s why we’re proud to be part of such a substantive relationship with *Parenting*, a relevant resource for parents in its own right,” said Garrett, CEO of National PTA. “We’re also excited to have *Parenting* as the media sponsor of PTA’s Reflections Program. For 40 years PTA has provided a venue for kids to express themselves through art. This is especially important as education budgets tighten and arts programs are disappearing. Together, we’ll increase awareness of the program, call attention to the importance of the arts and most importantly get more kids to express themselves through art.”

About The Parenting Group

The Parenting Group, home of the Parenting and Babytalk brands, reaches moms over 15 million times every month through magazines, digital media, custom content, and events. TPG’s monthly publications include: *Parenting School Years*, for moms with children in kindergarten through elementary school; *Parenting Early Years*, for moms of infants, toddlers and preschoolers; and *Babytalk*, for new moms and moms-to-be. TPG’s other media properties include: the *Babytalk Pregnancy Planner*; the Parenting.com web site; MomConnection®, a nationally-representative online research network; and a custom content unit. The Parenting Group is a division of Bonnier Corporation.

About National PTA

PTA comprises millions of families, students, teachers, administrators, and business and community leaders devoted to the educational success of children and the promotion of parent involvement in schools. PTA is a registered 501(c)(3) nonprofit association that prides itself on being a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education health, and welfare of children and youth.

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