For Immediate Release
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Child Care Information is Just a Click Away!

Charlotte, NC (May 12, 2004) - Charlotte-area parents have a new and improved way to find child care information online.

Child Care Resources Inc. has launched an updated, expanded version of Child Care eSearch, an online service that allows parents to search for and receive information about early care and education and school-age child care programs in the Charlotte area. Child Care eSearch is a companion to the organization’s popular telephone-based Child Care Search service.

With Child Care eSearch, Child Care Resources Inc. is among the first child care resource and referral agencies nationwide to offer such a comprehensive online search service. Child Care eSearch provides detailed information about early care and education and school-age child care programs, including star ratings, operating hours, program capacity, child/staff ratio, fees, curriculum used, languages spoken, and meals provided.

Child Care eSearch gives parents access to information from a database of more than 1,400 early care and education and school-age child care programs. Parents can search at their own pace, whenever it is convenient for them. Parents can even begin their search online, and then telephone Child Care Search to speak with a parent counselor about specific child care questions and issues.

Last year, parents made more than 9,200 calls to Child Care Search to learn about child care in the Charlotte area. Parents who use the service describe it as “a very good service for parents” and say that counselors are very helpful in answering their questions and explaining “what things to look for in a good child care program.”

But the number of telephone inquiries is limited by the people-hours available to handle the calls.

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“Child Care eSearch gives us the ability to offer parents multiple ways to easily access important information to help them make child care decisions,” says Janet Singerman, president of Child Care Resources Inc. and recently-elected president of the National Association of Child Care Resource and Referral Agencies. “Now parents can get our referral information anytime – day, night, evenings or weekends. And we'll continue to provide our telephone-based Child Care Search service, so that parents who want a ‘personal, human touch’ can talk about their child care needs and options with our trained parent counselors.”

Parents can find Child Care eSearch by visiting www.childcareresourcesinc.org and clicking on the eSearch icon. Parents can call Child Care Search at (704) 348-2181.

One of the largest member agencies of the United Way of Central Carolinas, Child Care Resources Inc. works with families and communities to ensure that all children have access to high quality, affordable early learning and school-age opportunities and experiences which enable them to succeed in school and in life. Child Care Resources Inc. serves Central Carolina families of children from birth through five years and children from six to 13 years old who seek school-age child care.

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