

# Parentline Plus partners Bounty Parenting Club in its quest to become a household name

Leading parents' support charity Parentline Plus has formed a strategic partnership with Bounty Parenting Club in a bid to spread the word about its services and reach out to many more hundreds of thousands of families. Parentline Plus' partnership with Bounty will ensure that more parents are aware of the range of the free services that Parentline Plus offers to support parents, including its 24-hour, confidential Parentline – 0808 800 2222- and its free email support service which gives a personalised response to parents on any issue in 3 working days. Bounty provides information, support and products for young families and is best known for its sample packs, which 95% of all new mothers receive.

Everyday Bounty is in contact with more than 2,000 mothers in hospital maternity wards. Parents logging on to Bounty's website ([www.bounty.com](http://www.bounty.com)) are already being signposted to Parentline Plus' services whilst a Parentline leaflet will be inserted into the 3.4 million Bounty packs sent out to new and expectant mums across the country. The packs contain free samples of baby products, leaflets, advice and information and have been used by generations of new and expectant mums. Jeremy Todd, Chief Executive of Parentline Plus, said: *"We are delighted to work with Bounty as it means we can now specifically reach all new and expectant parents to let them know about the range of free services we provide. "Although a baby is cause for celebration, adjusting to the demands of a newborn can be emotionally and physically exhausting. It is crucial that parents know that help is available that is confidential, free and non-judgemental. We are here for Parents, free, 24 hours a day, on any issue"*. The partnership has been committed to for a minimum of one year and other joint activities will include Parentline Plus sharing the content of its websites with Bounty.com which re-launches later this month. Plans also include a Parentline Plus 'credit card' containing information about its support services to feature in the Bounty Pregnancy Information Pack, which expectant mums use to keep all of their medical notes, scans etc. Over 900,000 of the folders are distributed annually. Ian Beswetherick, Managing Director of Bounty, said: *"Bounty recognises the need to support its members by ensuring they know about and have access to specialist support services. By working together with Parentline Plus, we will be enable parents to access all the advice they need."*

**Parentline Plus is a national charity that works for, and with, parents. The charity encourages parents to see that asking for help is a sign of strength, and work with them to offer practical solutions and to suggest ways to manage their particular situations and difficulties. This support is delivered through an innovative range of free, flexible, responsive services - shaped by parents for parents. The list of services:**

- **A free\* confidential, 24-hour Parentline 0808 800 2222**
- **A free textphone for people who are deaf, hard of hearing or have a speech impairment 0800 783 6783**
- **Email support [parentsupport@parentlineplus.org.uk](mailto:parentsupport@parentlineplus.org.uk)**
- **Individual support**
- **Parenting groups and workshops**
- **Information materials**
- **A helpful, interactive website for parents  
[www.parentlineplus.org.uk](http://www.parentlineplus.org.uk)**
- **An online community for parents  
[www.parentlineplus.org.uk/community](http://www.parentlineplus.org.uk/community)**
- **An online one-stop shop for professionals  
[www.parentlineplusforprofessionals.org.uk](http://www.parentlineplusforprofessionals.org.uk)**
- **A new website for parents concerned about bullying  
[www.besomeonetotell.org.uk](http://www.besomeonetotell.org.uk)**
- **A social networking site for parents of teenagers  
[www.gotateenager.org.uk](http://www.gotateenager.org.uk)**
- **Training for professionals**
- **Volunteer opportunities**

**\*Free from landlines and most mobile networks**

## **About Bounty:**

**Bounty ([www.bounty.com](http://www.bounty.com)) is the UK's favourite parenting club, providing information, support and products for young families throughout the four key-life stages: pre-birth, birth, toddlers and pre-school.**

**With 2.5 million members and over 50,000 new members joining every month, Bounty has approximately 95% market coverage of the estimated 750,000 annual births in the UK.**

**[www.bounty.com](http://www.bounty.com) is the UK's favourite parenting website and the largest online meeting point for mums in the UK with over 19 million pages being served each month, 700,000 opted-in members and a further 15,000 new members joining each month**